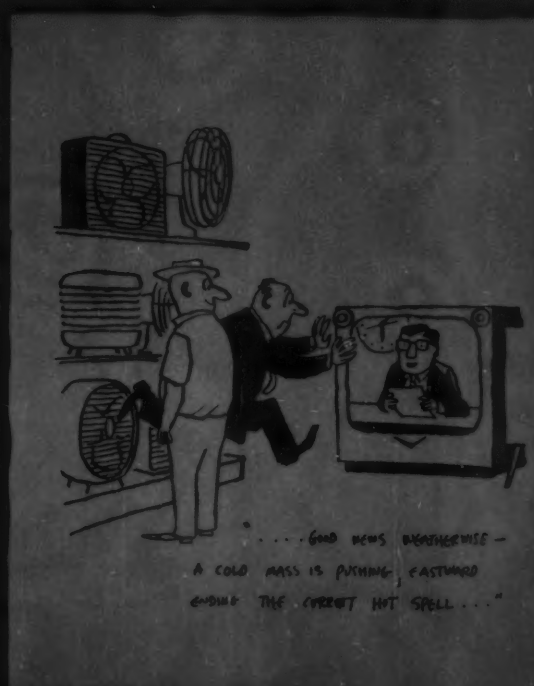
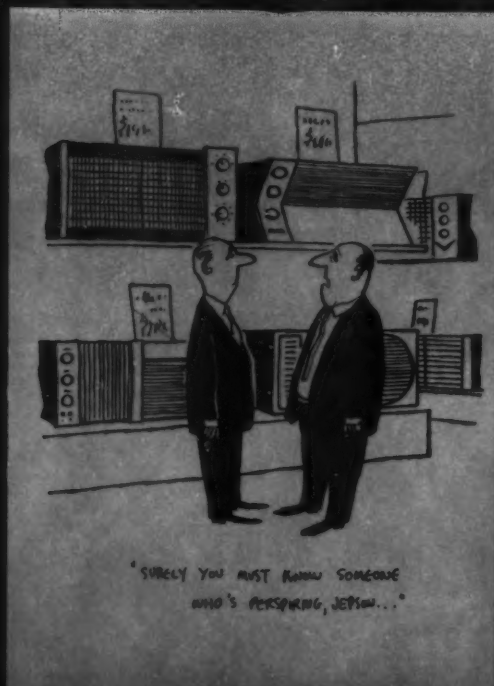


# Electrical Merchandising

A MCGRAW-HILL PUBLICATION • ONE DOLLAR

FEBRUARY • 1959



**MORE**  
TO **MAKE MONEY** IN  
**FANS AND AIR CONDITIONING**  
A SPECIAL REPORT BEGINNING ON PAGE 57



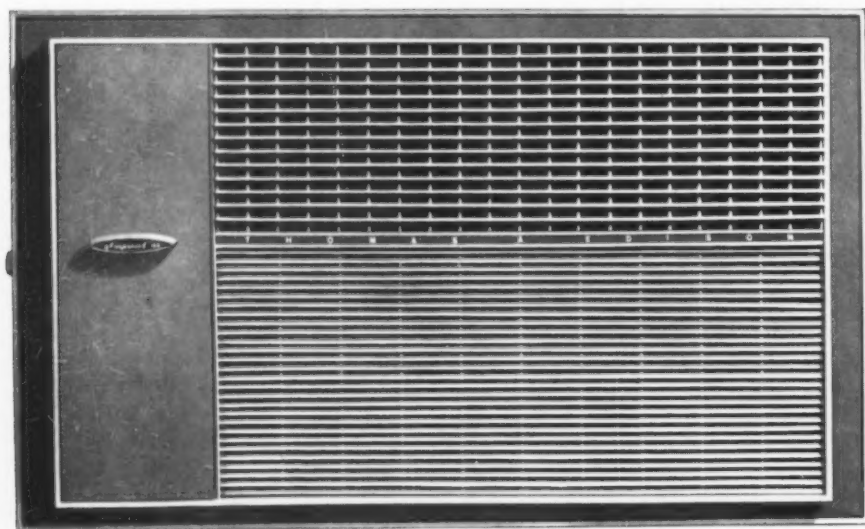


## Worthy of his name

*The right to produce any product bearing the Thomas A. Edison name is not one that can be bought, but must be earned. It is in full knowledge of this responsibility that we here present the first home comfort appliances to merit this privilege.*

# Superb New Sales-Makers

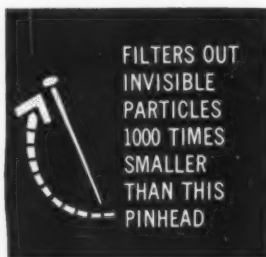
## Thomas A Edison Room Air Conditioners!



matchless

### LECTROFILTER

*Exclusive electrostatic principle collects up to 95% of the invisible dust and pollen! It's the most efficient room air conditioner filter ever built. Gives you a sales advantage with hay fever and health-buyers others can't touch!*



### Certified Customer Confidence!

Your sales job is made easier because *the name tells the quality*. Buyers will know instantly here is superior performance . . . outstanding features . . . careful engineering and workmanship.

Even so, prices of these room air conditioners are competitive with any comparable models in the industry.

The new Thomas A. Edison line features models for every type of customer and installation. All incorporate a long list of conspicuous sales features and user advantages.

**Imperial Series** (shown at left)—For those who want the finest. Exclusive LECTROFILTER standard equipment. In 1, 1½, 2, 2½ H.P. models.

**Deluxe Series**—For those who want quality at a lower cost. In 1, 1½, 2 H.P. sizes.

**Compact Models**—Only 15" deep, fits small 25" openings, mounts flush. Three 1 H.P. models.

**½ H.P. Portable**—Ideal for bedrooms. Weighs only 65 lbs. Fits any standard window.

**Reverse Cycle Models**—Available in 1, 1½, 2, 2½ H.P. models.

Inquiry is invited from Appliance Dealers and Distributors who appreciate the unusual value in this franchise.

Coolerator Division  
Department AE-2  
McGraw-Edison Company, Albion, Michigan  
Please send complete information on the Thomas A. Edison Room Air Conditioner Franchise: Distributor ☐ Retailer ☐  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## COOLERATOR® DIVISION

Albion, Michigan

**McGRAW-EDISON  
COMPANY**





# SPOTLIGHT...a quick look at what's going on

FEBRUARY, 1959

You should have been in Chicago last month to feel it in person---but if you weren't, any one who was there can tell you about the air of optimism which dominated the Markets, the NARDA convention and the Housewares Show.

We were there---and we were impressed. So impressed that we've wrapped up a whole series of "personal" reports by seven of our editors on what really happened in Chicago. You'll find this up to the minute "report in depth" beginning on page 85 of this issue---the first time we've ever been able to "package" an entire Market report in an issue appearing just 17 days after the Housewares Show closed.

As you read it you'll be impressed---as were we---by three developments: the optimism shown by dealers as well as manufacturers; the emphasis on really new products; and, the interest being shown in merchandising innovations in electric housewares.

The optimism is genuine. Almost every dealer we talked to at the NARDA convention, for example, was able to cite dramatic figures attesting to the recovery which set in within the industry in the final four months of 1958. That's why they're optimistic about the year ahead---but sensibly optimistic, with hardly anyone disposed to go overboard in estimating their own 1959 business (page 88)...

Retailers who visited the Merchandise Mart during the Markets got a fine taste of what the products they sell may look like in the years to come. The products shown there were "dream" appliances in the sense that they're not yet commercially available---but they are considerably closer to being commercial realities than many of the dream appliances you've seen in the past (page 86)...

While there was optimism---and some new products---at the Housewares Show, the top subjects of interest there were the marketing changes being made as the industry struggles to work its way out of the chaotic marketing conditions which erupted with the death of Fair Trade. Talk of Sunbeam's experimental consignment program, Schick's decision to drop distribution through wholesalers, and G-E's ruling against paying co-op ad allowances on cut-price ads was on everyone's tongue---and many agreed that these were but the first of the

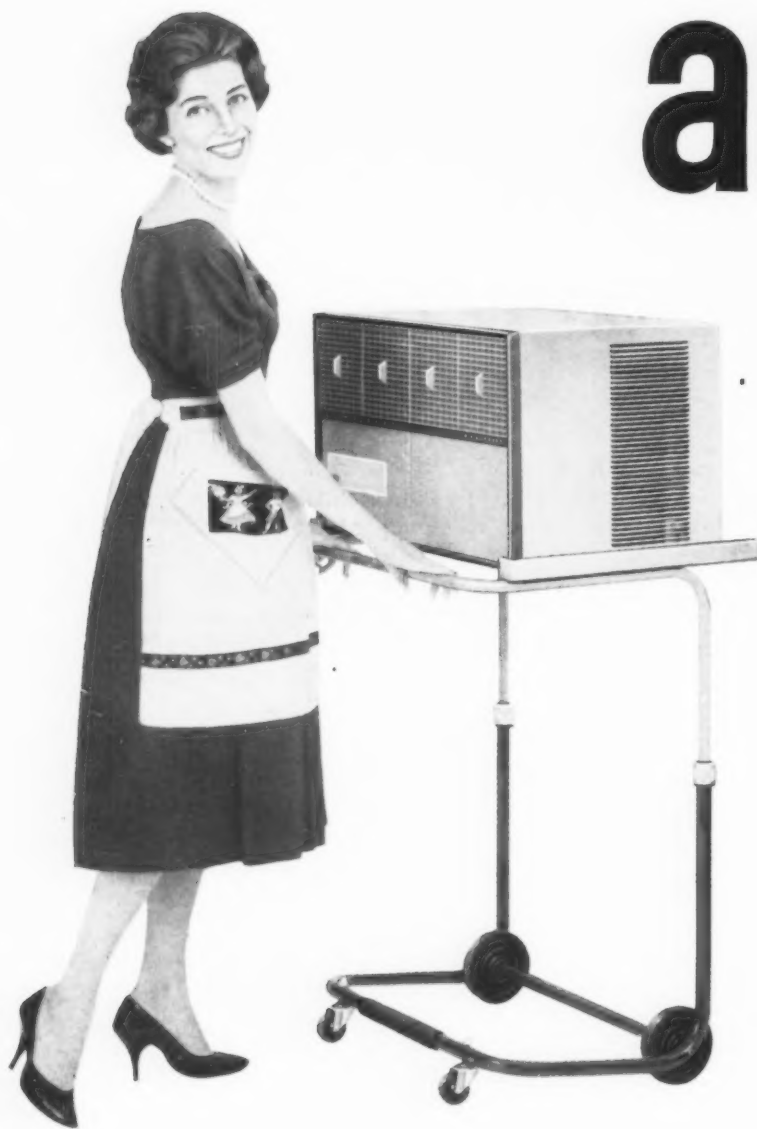
marketing innovations which may make an appearance during 1959 (page 90)...

The Sunbeam, Schick and G-E programs could all have an important effect on the future of the small dealer in housewares. One of the reasons for Schick's change to direct distribution was a desire to "put the small dealer back in business." One of the effects so far of the Sunbeam test on the West Coast has been to cut down on some of the price cutting among distributors which was the result of big dealers playing one wholesaler off against another. And appliance dealers have long been disturbed more by cut price advertising than by the price a discount house finally gets for its merchandise; the G-E ad ruling may provide valuable relief to dealers on this score.

Nor did the Chicago market activity come to a halt with the closing of the Housewares Show. From January 19 to 23 the city played host to the Builders Show, where appliance manufacturers demonstrated a new found "savvy" in dealing with the construction trades. New at this show, and reflecting this "builder know-how" were G-E's one-piece built-in range which fits into the space previously taken by a 27-inch base cabinet; Norge's new built-in oven and surface units in gas and electric models, both of which fit into the same cabinet; and a new built-in barbecue by Majestic which can be fitted to any kind of cabinetry and is available in both charcoal and gas-burning models. Also new from Frigidaire was a new low-end drop-in surface unit; spring clips on the sides hold it down in the cut-out and provide additional evidence of the increasing builder know-how being displayed by many of the leading appliance manufacturers. Kitchen cabinets at the Show reflected the heavy swing to wood and Youngstown showed a new line of steel cabinets with wood fronts available in four finishes. Top-end cabinets showed a tendency to follow the off-the-floor styling which made its bow in 1958.

That's the Chicago story for 1959---and the optimism shown there apparently was contagious. Industry stocks continued to rise in January, with the average running better than \$18 over year-ago totals and 82 cents over December (page 23).

# How to cut air conditioner and step



...and at the same time

If you're like most dealers, you've probably found air conditioners a welcome addition to your appliance line. They bolster sales during the hot weather—a time when radios, TV, washers, dryers, ranges and other majors are at their low ebb.

But, like most dealers in the past, you've probably also had to take on several king-size headaches with your air conditioners...

- ... too many models (presenting inventory and display problems)
- ... costly, time-consuming installations
- ... high prices.

For the past two years, Westinghouse has been developing and testing a new air conditioner to eliminate these problems and to put some sense (and some profit dollars) back into the air conditioner business—1959 is the year these efforts pay off for you.

*The Westinghouse line for 1959 is a dealer's dream line!*

## **Short and sweet**

Every year you hear a lot of talk about making air conditioner lines shorter. But, this year Westinghouse has really done something about it.

The 1959 Westinghouse line has just *two* basic air conditioners: the Super, which offers you top value and perform-

# inventory... up profits!

reduce installation costs almost to zero

ance at a low price; the Deluxe, which gives you every comfort feature at a sensible step-up price. Each air conditioner comes in 1HP 7½-amp. 115-volts; 1, 1½ and 2HP 230-volts.

*... a total of just 8 models in all!*

No longer do you have to spread your capital thin over a wide line—or tie up your money in slow-moving inventory. Every Westinghouse air conditioner is a “best seller!” You can stock in depth with a minimum investment and take advantage of peak-selling days, when other dealers are caught flat-footed with slim inventories.

#### **One compact size**

But, perhaps even more startling, the entire Westinghouse line—1, 1½ and 2HP—comes in the same compact 14" high, 24" wide cabinet dimensions!

That means you can display the entire Westinghouse line with just two floor models—one Super, one Deluxe. Think of the saving that means in floor space and the lack of confusion among your customers. A 1½ and 2HP looks like a 1HP, the only difference is in the capacity and a slightly deeper cabinet.

#### **Install in less than 3 minutes**

Now, installations requiring 45 minutes and two men are things of the past.

All Westinghouse Mobilaire® Conditioners can be installed in less than 3 minutes without tools! Here's how.

As standard equipment with each Mobilaire Conditioner, Westinghouse supplies an adjustable Mobile Frame. You simply slip it in the window as you would a window screen, then slide the Mobilaire into the frame.

With installations so quick and easy, you can count on adding an extra \$10 to \$15 profit on every sale! And in the heat of the season, you'll never lose a sale because a customer can take the Mobilaire home and install it himself.

#### **Loaded with features**


Never have your salesmen had such a product story to tell before, either! No other air conditioner is so easy to move from room-to-room. No other air conditioner is so quick and easy to install. No other air conditioner is so compact yet so powerful. There's every comfort feature, including thermostat, multi-speed fan, variable ventilation control, and wall-to-wall cooling with four individually adjustable no-draft grills.

What's more, the Westinghouse Mobilaire gives your salesmen the most exciting price story in the business, too!

Make sure of air conditioner profits in 1959. Get the full Mobilaire story. Call your Westinghouse appliance distributor today.

YOU CAN BE SURE...IF IT'S **Westinghouse**



A black and white photograph of a man in a dark suit, white shirt, and tie, leaning against a white dishwasher. The dishwasher is placed on the edge of a dark, jagged rock formation that resembles a cliff. The man is looking towards the camera with a slight smile. The dishwasher's door is open, revealing two racks filled with clean dishes, including plates, bowls, and glasses. The background is a plain, light-colored sky.

today...  
the  
gap  
is  
widened!

today...Waste King adds new  
meaning to the word "automatic!"

The first Waste King Dishwasher-Dryer  
was a superior product; proved  
superior by sales volume and  
growth pattern. Growth was  
startling enough to brand that  
dishwasher the "pacesetter." Now  
Waste King has added a new concept  
which widens the gap between Waste  
King and all other automatic  
dishwashers... new "MAGI-MATIC."

*Just turn to pages 14 and 15  
to see "MAGI-MATIC"*

WASTE KING CORPORATION  
3300 E. 50th Street  
Los Angeles 58, California



# Electrical Merchandising

FEBRUARY 1959

A MCGRAW-HILL  
PUBLICATION

## IN THIS MONTH'S ISSUE.....FOR BETTER MERCHANDISING

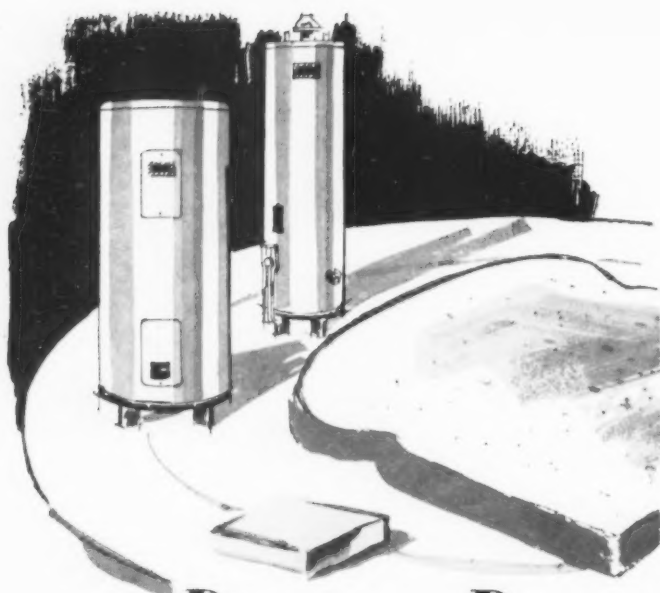
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Our Special Report on Fans and Air Conditioners packs a one-two punch this year. First, there are broad background discussions of just what happened to the industry as a whole in 1958—and what's likely to happen in 1959. And then we offer you an intriguing variety of selling ideas which worked last year for other dealers—and could do the same for you in 1959.

If you had spent two full weeks in Chicago during the Winter Markets, the Housewares Show and the NARDA convention you still wouldn't have quite the "big picture" which seven of our editors have packaged for you in this report on "What's New in Chicago." Each of the seven draws on his experience in attending previous markets to give you a frank appraisal of what took place this year. It's fine reporting, good reading — and it's chock full of news and ideas which you can use.

How good a kitchen designer are you? You'll find out next month in a provocative feature which challenges you to solve a kitchen design problem—and then lets you compare your solution with those of some of the outstanding experts in the field. And this is only one of the useful kitchen articles which you'll find in next month's Special Report on Kitchens.





# Bread\* and Butter to your business.... **TOASTMASTER** *Automatic Water Heaters*

(\*If you prefer toast, try the world famous Toastmaster Toaster!)

... the water heater is a bread-and-butter appliance for your business, if you care to make it so. A water heater is virtually essential to every household. Few existing homes are without water heaters... and wherever there's a new home built, you'll find a new water heater.

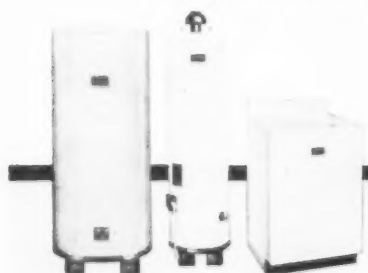
It is true that some water heaters are bought on price alone. On a contract basis, for example. But when 63% of all water heaters sold are replacements, it follows naturally that most water heater purchases are settled on the basis of performance and services expected.

Toastmaster Automatic Water Heaters are built to offer years of satisfactory performance... to give your customer the hot water service his family wants and needs. They are priced fairly and competitively, which is all most consumers ask.

Build your water heater business upon the strongest foundation... *quality*. Sell Toastmaster\* Automatic Water Heaters.

# TOASTMASTER *Automatic Water Heaters*

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ANOTHER PRODUCT OF



McGRAW-EDISON COMPANY

Clark Division  
5201 W. 65th St.,  
Chicago 38, Illinois

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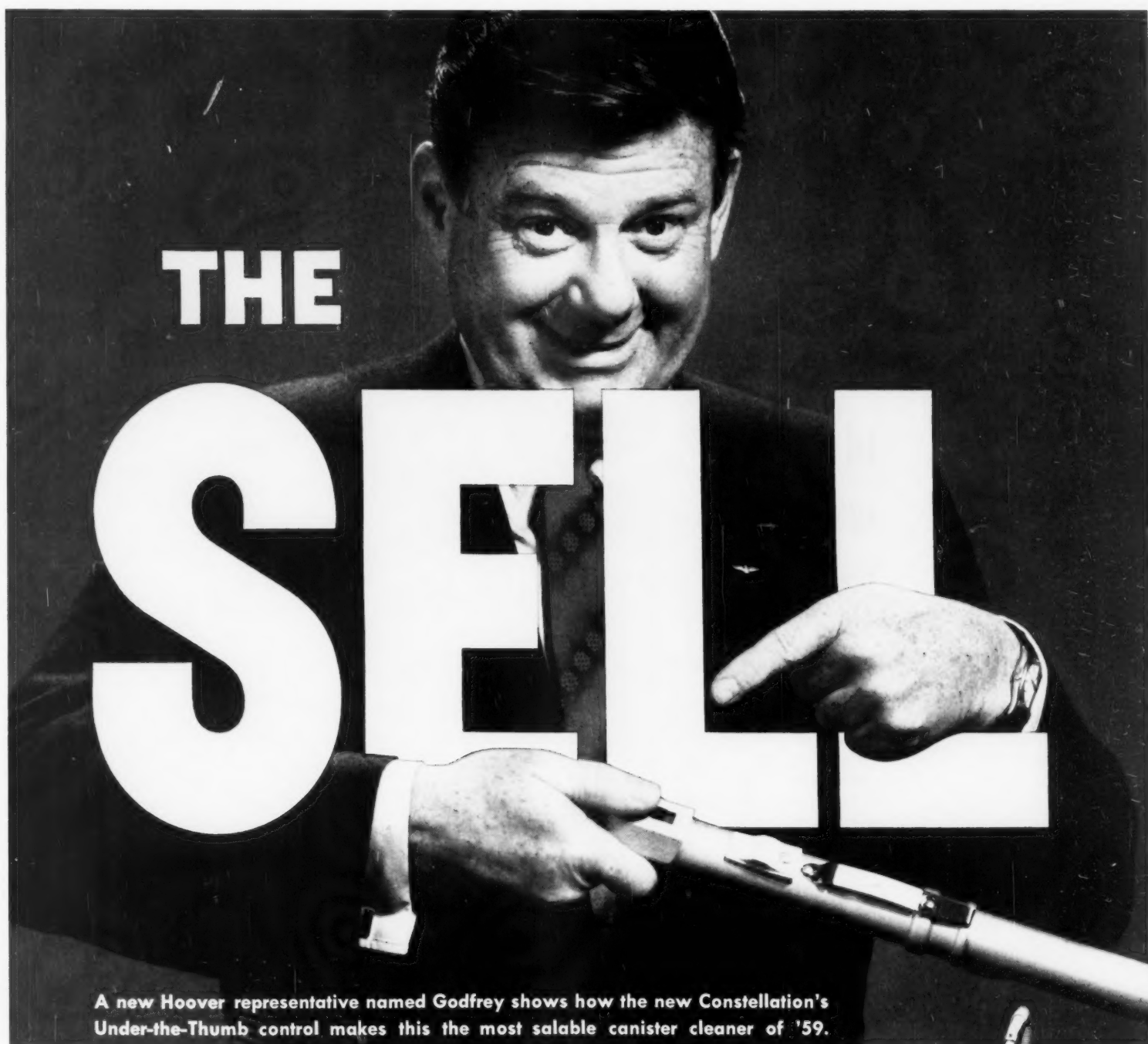
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What makes HOOVER the biggest name in floor care?



**THE SELL**

A new Hoover representative named Godfrey shows how the new Constellation's Under-the-Thumb control makes this the most salable canister cleaner of '59.

On February 3, 1959, a master salesman began to sell the Hoover line of fine appliances.

His name is Arthur. His best friends are housewives, and he's at home with millions of television sets. Maybe you've noticed the effects already.

The warm-hearted Godfrey manner is typical of the Hoover sell

that will be reaching the American housewife in 1959. He will be demonstrating Hoover Cleaners and Polishers to women all across the country. In addition to the Godfrey show there'll be national magazines, Sunday supplements and newspapers.

**SELL**—another reason Hoover is the biggest name in floor care.

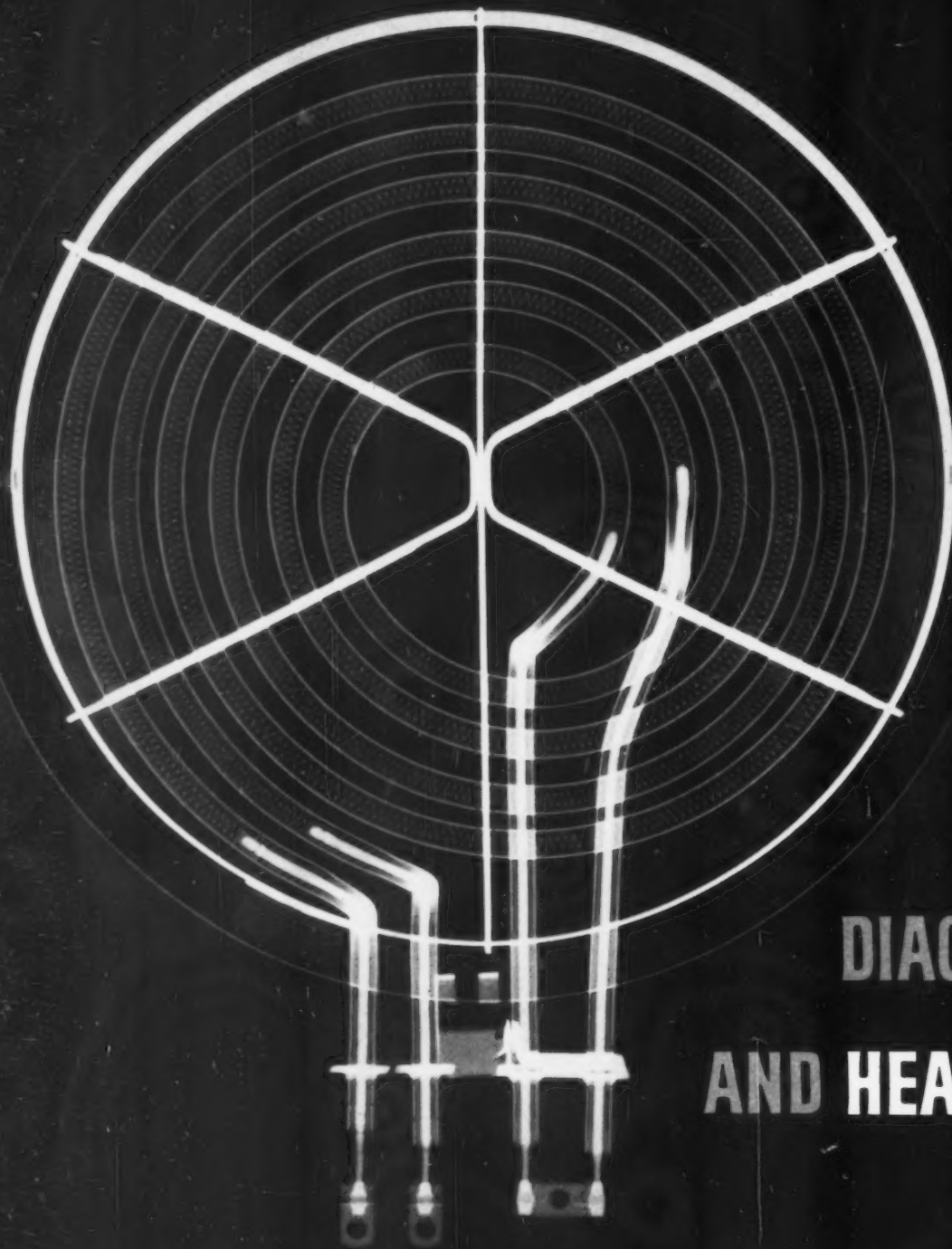


**HOOVER**

FINE APPLIANCES . . . around the house, around the world



# THE QUALITY OF HOTPOINT



**DIAGNOSIS:  
A LONG  
AND HEALTHY  
LIFE**

X-ray photograph of the Hotpoint "Super 2600" Calrod® Heating Unit—a product of Hotpoint's 29 years of life testing.

Back in 1930, Hotpoint began the industry's first program of "life" testing on its famous Calrod® heating units. In these 29 years of testing, Hotpoint engineers have conducted exhaustive endurance tests on over 4,000 Calrod units, searching for new ways to make the world's first sealed heating unit last longer and perform better. And, as a result of the Hotpoint "life" program, today's Calrod unit is slimmer, stronger, more efficient, heats and cools faster, and has a life expectancy 623% longer than its cousin of a generation ago. Testing such as this is typical of the research Hotpoint conducts continually to improve the quality of all its products. Sell Hotpoint quality, and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . .

If you're not a Hotpoint Dealer you should be!

## Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

**ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE  
DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS**

## QUICK-CHECK OF BUSINESS

# trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1947-1949=100)	177	170	167	<b>10.6% down</b>
<b>RETAIL SALES</b> total (\$ billions)	17.0	16.9	16.6	<b>.4% down</b>
<b>DEPARTMENT STORE SALES</b> index (1947-1949=100)	145	137	138	<b>.1% down</b>
<b>CONSUMER DEBT</b> owed to appliance-radio-TV dealers (\$ million)	351*	346*	354*	<b>2.7% less</b>
<b>FAILURES</b> of appliance-radio-TV dealers	23	19	31	<b>5.7% less</b>
<b>HOUSING STARTS</b> (thousands)	91.0	102.0	63.4	<b>13.2% up</b>
<b>AUTO OUTPUT</b> (thousands)	593.9	514.1	534.7	<b>30.6% down</b>
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	315.4*	314.0*	306.8*	<b>1.7% up</b>
<b>LIVING COSTS</b> index (1947-1949=100)	123.9	123.7	121.6	<b>2.8% up</b>
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	19.0*	22.5*	19.6*	<b>4.8% down</b>
<b>UNEMPLOYMENT</b> (thousands)	4,108	3,833	3,374	<b>59.5% up</b>

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (\*New Series)

The government is about ready to introduce a new economic survey which could give you a much clearer picture of what's likely to happen to sales and inventories.

When it gets underway, manufacturers—and eventually distributors and retailers—will be asked their opinion of what's likely to happen to sales and inventories in the next six months. Similar polls would be conducted every six months.

You'll readily recognize that the new service would be comparable to the "anticipation" survey on consumer spending which the government now sponsors (the most recent of which was reported on in this column last month). The addition of a sales-inventory forecast among businessmen would provide the closest thing yet to a periodic national economic forecast.

We warned you last month that you would soon be hearing more about thermoelectric refrigeration.

And we were right. In the past 30 days there have been dramatic demonstrations in Chicago and in Washington of the application of this principle. At the Winter Markets, Westinghouse showed a full-sized refrigerator and an elec-

tronic dehumidifier. In Washington, Whirlpool Corp., which up to now has been fairly quiet about its research along these lines, showed a chest type refrigerator, a radiant heating-cooling panel and a cooling device for instrument application. The latter, incidentally, is nearly ready for production.

Quite obviously Whirlpool and Westinghouse are not alone in this effort. RCA has been talking about the possibilities of an electronic refrigerator for some years. Both G-E and General Motors have shown thermoelectric applications to engineering groups. Most major firms and a number of research groups are at work on the problems of finding better thermoelectric materials and improving the design and construction of these devices.

Nor is the U. S. alone in this effort. Russian scientists have done considerable work in this field and may very well be somewhat ahead of American industry on this product.

The intriguing new products made possible by thermoelectric refrigeration provides the best assurance possible that the industry's offerings to the public will continue to expand in the future. Electronic refrigeration, for instance, makes "spot" refrigeration possible because bulky compressors are no longer needed. Now, as Westinghouse showed

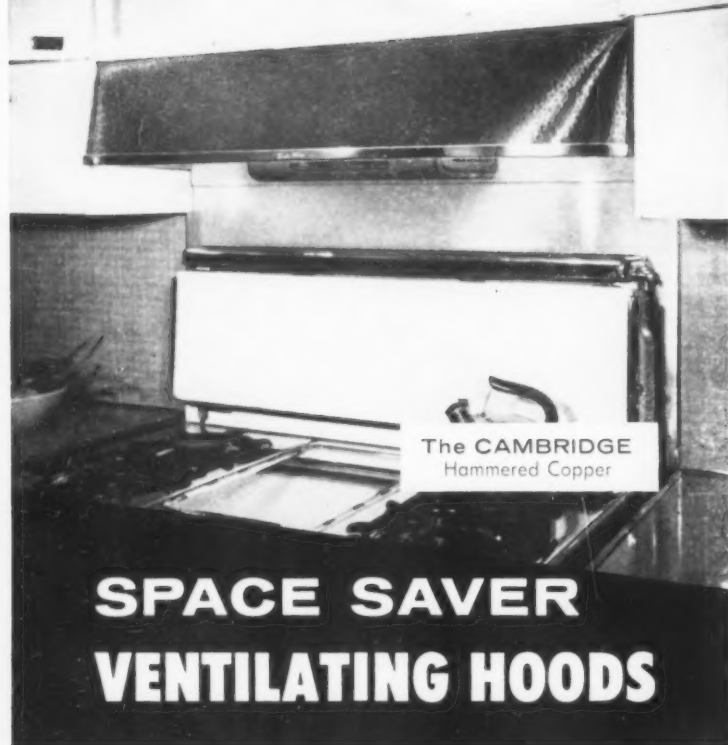
*Continued on page 10*



# TRADE-WIND

## ALL NEW!

design...  
engineering  
...styling



### SPACE SAVER VENTILATING HOODS

**USES NO CABINET SPACE**  
**FINEST FINISHES** for newer elegance  
**CERTIFIED PERFORMANCE** for guaranteed efficiency  
**UNIQUE DESIGN** ... trend-setting style for custom appearance  
**3 HOOD STYLES** for choice of decor

Again — Trade-Wind sets the fashion with its smart new line. Here is fresh, new styling and even greater performance at modest cost.

Ask your wholesaler or write us for complete information



The CONCORD  
Antique Copper



The SHEFFIELD  
Genuine Stainless Steel

*Trade-Wind Motorfans, Inc.*

7755 PARAMOUNT BLVD., DEPT. EM, RIVERA, CALIFORNIA

## trends CONTINUED

last month, a compact unit small enough to fit in a kitchen cabinet, can be employed to produce "localized" dehumidification.

Major appliance sales will increase by 63 percent in the next 10 years.

That's what Hotpoint's market researchers think. They've just issued the third in their annual series of 10-year forecasts. Briefly, the study projects the sale of \$40 billion worth of major appliances to 50 million consumers over the next decade.

Specifically, here's what the Hotpoint experts think will happen, product by product:

**Free-standing ranges:** Will rise from 875,000 in 1959 to 1,150,000 in 1963 and to 1.4 million in 1968.

**Built-in ranges:** From 600,000 to 900,000 in 1963 and 1.2 million in 1968.

**Refrigerators:** From 3,350,000 to 4.0 million in 1963 and 4,850,000 in 1968.

**Freezers:** Fairly stable performance, rising only from 1,100,000 in 1959 to 1,120,000 in 1968.

**Air Conditioners:** From 1.5 million to 2,050,000 in 1963 and 3,000,000 in 1968.

**Water Heaters:** From 825,000 in 1959 the total will fall to 800,000 in 1968.

**Dishwashers:** From 450,000 to 750,000 in 1963 and 1,230,000 in 1968.

**Disposers:** From 700,000 in

1959 to 950,000 in 1963 and 1,550,000 in 1968.

**Automatic washers:** From 2.8 million to 3.9 million in 1963 and to 4,010,000 in 1968.

**Electric dryers:** From 900,000 to 1,275,000 in 1963 and 1,450,000 in 1968.

Volume up by four percent and profits up by seven.

That's the way the department, specialty and chain stores belonging to the National Retail Merchants Assn. look at the first six months of 1959. Results of a survey among a sampling of NRMA's 10,000 members also indicate that:

- The biggest problems facing retailers are urban renewal, personnel, and increasingly high costs of doing business.

- Friday night is now the favorite late-open night with Monday as runner-up. There's been no big change in the number of nights most stores stay open.

- Ninety percent of the stores say they are meeting discount house prices head-on.

In a special section on credit, the survey reports that most stores offer a traditional 30-day charge plan, that 20 percent have 30-60-90 day accounts and that two-thirds now prefer revolving credit plans. On these accounts, the stores make a monthly charge of 1.5 percent; many say they are losing money on their service charges as they stand.



# PHILCO CREATES NEW "QUICK-CHEF" OVEN YOU CAN DEMONSTRATE

# LIVE!

ON YOUR REGULAR STORE CURRENT



**SUPER-EFFICIENT OVEN  
RUNS ON 110 VOLTS. TERRIFIC  
IN-STORE DEMONSTRATION.**

- ★ You can toast marshmallows in a jiffy
- ★ Serve grilled cheese sandwiches
- ★ Do brown 'n' serve rolls

**COMPLETE KIT OF QUICK,  
SIMPLE, SALES-CLOSING  
DEMONSTRATIONS!**

**VICTOR BORGE DEMONSTRATION TIE-IN!**

Now you can put the name and fame of Victor Borge to work for you. Complete promotion kit includes a supply of Borge's own ViBo Game Bird Cookbooks. Use them as traffic pullers. Victor himself will be helping you sell in radio commercials, newspaper ads and point-of-sale material.

Philco "Quick-Chef" is an extra bake 'n' broil oven you can sell at no extra cost! Preheats 30% faster...cuts electricity costs up to 40%...saves your customers time, money and work on 7 out of 10 meals.

The new Philco "Quick-Chef" is the sizzlingest feature ever built into an electric range. Yet that's just one of many selling advantages you get with Philco for '59. Look at these other great features.

- 23-inch Sunday-size oven
- Hide-away Rotisserie
- New, improved Broil-Under-Glass
- Jetube surface units
- Cook-by-color push buttons
- Cordless controlled-heat griddle. And many, many more. All designed to help you get your share of the booming 40-inch replacement market predicted for '59.

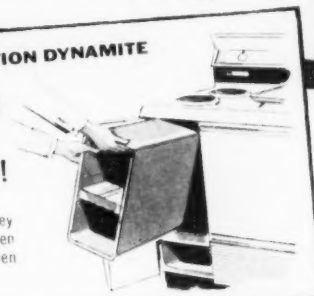
Watch for crowd-catching ads in *Reader's Digest*, *Better Homes and Gardens*, *Ladies' Home Journal*, *Farm Journal* and *Progressive Farmer*. Call your Philco distributor.

Multiply your profits quick  with **PHILCO for '59**

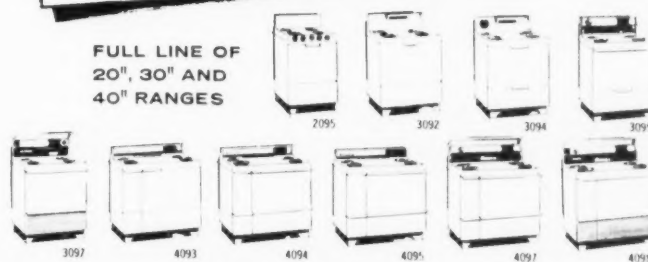
## MORE DEMONSTRATION DYNAMITE

**"QUICK-CHEF" OVEN  
SNAPS OUT FOR  
IN-SINK CLEANING!**

Watch customers' eyes pop when they see the entire mirror-chrome oven snap out. Only the "Quick-Chef" oven "cleans in a wink at the sink."



FULL LINE OF  
20", 30" AND  
40" RANGES





# FEATURE OF THE MONTH! ... FROM DOMINION



**FULLY-AUTOMATIC! 2-to-6 Cup Coffee Maker ...  
BREWS PERFECT COFFEE  
... GIVES YOU FULL-PROFIT SALES!**

Check the outstanding features of this brand new fast-seller:

✓Fully automatic—shuts off when coffee is brewed, keeps coffee hot until served ✓Accurate, pre-set thermostat assures same delicious flavor every time ✓No-drip, easy-clean spout ✓Brews regular or instant coffee ✓Fast-acting cold water pump ✓Cup markings

STOCK AND SELL THE COMPLETE DOMINION COFFEE MAKER LINE

Build volume with this 2-to-6 cup model. Add plus sales with Dominion's 4-to-10 cup models in chrome or polished aluminum. Call your Dominion distributor today!

**Feature**  
**DOMINION**  
**The Line that Features**  
**Full Profit Margins!**

## Enter \$20,000<sup>00</sup> FEATURE-OF-THE-MONTH CONTEST!

Win an appliance prize package worth \$250, \$150, \$100, or \$50. 13 winners every month. It's easy. Just mail coupon below. If your coupon is drawn, we will phone you during the week of March 2. Name 3 of the features listed in this ad and you'll be a winner. Entries must be postmarked by Feb. 28. You can win more than once! Enter each new contest appearing on this page every month.

*Mail Coupon Today!*

DOMINION ELECTRIC CORPORATION • Dept. EM-2, Mansfield, Ohio

Please enter me in the February Contest. I have Model 1626 Coffee Maker in stock or on order, and know the features. (PLEASE PRINT OR TYPE.)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Phone No. \_\_\_\_\_

My Dominion Distributor Is \_\_\_\_\_



# trends

## REGION BY REGION

### THE EAST

By John A. Richards



**Christmas was good . . . Portable TV, washers and dryers lead the way . . . Packaged kitchens sell . . . Chains plan expansions**

**C**HRISTMAS business was ahead six percent; the year was ahead 10 percent in volume, only two percent in profits."

Thus a Reading dealer last month summarized 1958 figures for more than one eastern dealer. In various suburban New York areas dealers showed gains ranging from a few to 10 points. In upper Manhattan a dealer had "a fantastic Christmas and a good year overall."

For Buffalo dealers "portable TV was terrific," washers and dryers led white goods sales, and hi-fi and stereo business was disappointing. The pattern extended through the Southern Tier of New York, through Albany to Poughkeepsie, and over into Hartford, Bridgeport and the coastal cities up and beyond Boston. Baltimore and Washington dealers fell into a similar pattern, for the most part.

Old standbys, like washers, dryers and refrigerators, plus sundry electric housewares items, still showed great strength. Portable and low-end TV, particularly new designs, led the television activity, and color-TV got promotional shots in New York, Philadelphia and Reading.

As for the new year, dealers are running with faith and hope. That's what they're saying for the record. But they're spicing their hopes with action.

A big chain executive combed the housewares show in Chicago for the first time in many years, presaging concentrated activity in this direction for the firm. Other chain and discount house executives haunted the shows to keep on top of the year's innovations.

Probing and experimenting was not confined to any city or locality. In upper

Manhattan, a dealer who experienced a "fabulous year" considered lowering margins on Japanese radios, a big leader item for him, "with fat markups." His sole interest in doing so was "to keep competitive and to have a good stock of leader items to bring in traffic."

In Philadelphia an important department store found packaged kitchens at \$499.95 a big weapon in solidifying sagging kitchen business. It worked so well the local distributor latched onto the idea and now other dealers in the area will feel the impact of a 10-month packaged kitchen program.

The "constant values" theme has been working for alert eastern dealers for some time. In metropolitan New York and New Jersey it is a way of life. In York, Pa. a Masters "pup store" unit has parlayed it into a \$1½ million unit in a few years, with another store to come soon, and nobody knows how many after that.

New units by Korvette in Harrisburg, Plainfield and North Philadelphia will adhere to the formula. Two Guys in Allentown and Baltimore, as well as in Jersey locations, merchandise in the same vein. And Grand Union will duplicate Grandway stores, already flourishing in Danbury and Paramus.

### THE MID-WEST

By Ken Warner



**Optimism reigns with "normal" January business . . . They're in and out of furniture . . . Three Chicago set-ups bear watching**

**L**AST September, midwest dealers were rubbing their hands in anticipation of a decent fall business. They didn't have much to go on, but their wildest dreams, in many cases, came true. From a dismal spring and summer, midwest retailers jumped into a last quarter that made records for many, satisfied most.

Now, in 1959, most midwesterners are

rubbing their hands again, and with more and better reasons than they had four or five months ago.

Last month's Markets brought a lot of dealers to town, and many of these talked about the furniture business. Some were in and some were out. A Wisconsin man just got in, and already figures on \$150,000 sales in 1959. A down-state Illinoisan flirted with distributing a couple of lines in 1958, figures he'll be lucky to break even, and is getting back out. He'll concentrate on retailing appliances in 1959, and give more thought to retailing, not wholesaling, the furniture.

One rub that most dealers discover quickly in the furniture business is the difficulty of finding loose lines that fit their businesses. They're also finding that one buy in a line doesn't give them entree forever. Pressure from the competition can make suppliers reluctant to keep selling.

In appliance-radio-TV, there are three sets of goings-on Chicago visitors might have looked in last month:

Out at Chicago's fabulous Museum of Science and Industry, RCA quietly opened a color TV exhibit that some 8,000 people look at every day.

In 1958, at market-time, a fellow named U. A. Sanabria got a lot of attention with an ad announcing the "Great Name Brands Exchange," which was a plan to provide stock-broker type facilities for the purchase of appliances and other consumer needs. Briefly, the plan didn't work despite outstanding consumer response to that single ad. According to Sanabria, merchandise was not too available, and the cost of media other than daily newspapers "made the experiment a little expensive." The teletypes are still there, though, and furnish quick communication between Sanabria's six De Forrest TV outlets in the Chicago area.

On the service front, Chicago has a new operation. Under the name "Mr. Service Club", Chicago consumers are being offered one-phone-number service for all their home equipment. Headed by a former insurance man named Eddie Richmond, Mr. Service Club reportedly now has some 2,000 subscribers. The profits come out of a subscription fee of \$7 a year, and out of a reported 10 percent cut on service bills.

*Continued on page 16*

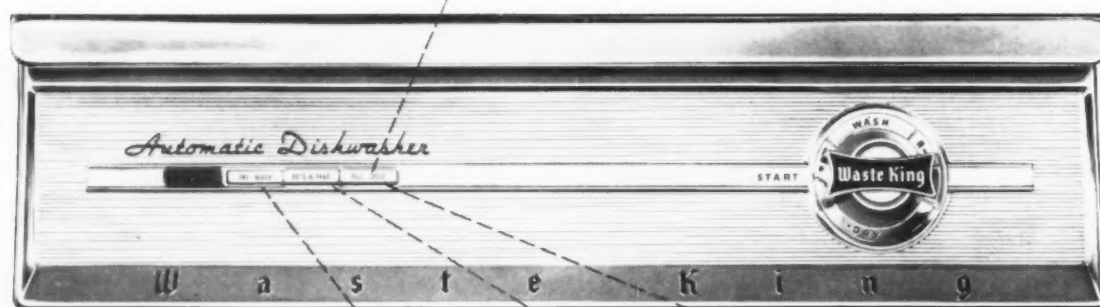
yes...today...the gap is widened!

## THIS IS IT! WASTE KING'S NEW IDEA IN PUSH BUTTON DISHWASHING MAGIC!

Entirely new concept in *automatic* dishwashing! Not just self-operating (*automatic*), but a brand new freedom-producing idea! New MAGI-MATIC lets Mrs. America set her *Deluxe* WASTE KING Dishwasher for the exact job she wants done... then forget it! And the job is done when she

wants it done—a quick pre-wash of breakfast dishes, a thorough scrubbing of pots and pans, a full load, completely washed and dried, at the end of the day. It's more than automatic. *Magically... ALL* of the chores of washing dishes by hand, or automatically, disappear. It's *MAGI-MATIC!*

### NEW MAGI-MATIC CYCLE SELECTOR

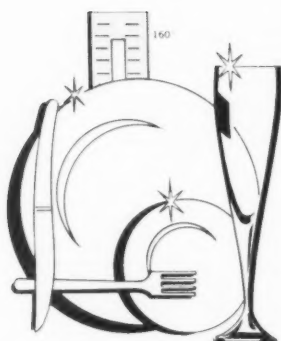


New **PRE-WASH** cycle gives fast, one minute warm water rinse to dishes—to loosen stuck-on food particles. Means a few breakfast dishes... *even with sticky egg stains...* can be "pre-cleaned," ready for full-load washing later!

New **POTS & PANS** Cycle takes utensils as they come from the range... rinses away food particles...soaks, washes and rinses them...shuts off automatically. Does pots and pans while meal is served!

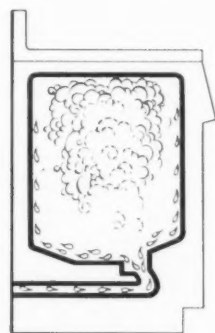
**FULL CYCLE** pre-rinses dishes, removing loose food particles—floats them away. Thoroughly washes dishes, scouring them over and over again, then flushes suds away for clean, clear first rinse, plus a "sanitizing" final rinse by thermostatically controlled super-hot water. Dishes then dry spotlessly during humidity-free drying cycle.



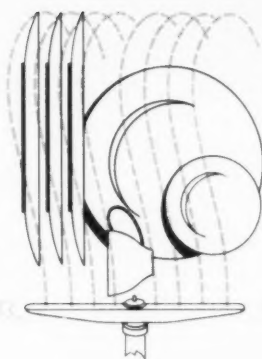


**SPOT-FREE DISHES AND GLASSWARE**

A Power "Suds-Away" cycle flushes away ALL dirty, sudsy water and dishes get a clear, clean FIRST rinse. Sparkle rinser injects super wetting agent into "SANITIZING FINAL RINSE" with thermostatically controlled super-hot 155 super-clean-water. No soap stains! Germs destroyed!

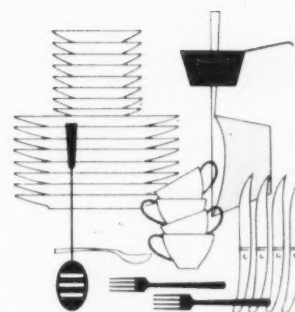


**NEVER STEAMS WALLS AND WINDOWS**—"Air-Conditioned," "Humidity-free" drying keeps moisture and heat inside the tub. Windows and walls stay steam-free! **NEW TRIPLE X POLY VINYL LINING ASSURES THREE TIMES LONGER LIFE TO INTERIOR**—adds another heat, moisture and sound barrier!



**NO PRE-RINSING DISHES BY HAND**—You merely scrape plates and load into Waste King. ALL food particles are flushed away quickly and thoroughly by powerful Super Jet Spray. A new floating Power Arm is buoyed up to prevent food particles from recirculating.

**EVEN HEAVILY-SOILED DISHES COME CLEAN**—Waste King's "Supercharged Scrubbing Action" soaks and scours every dish surface over and over again during 7½ minute wash...using only 2 gallons of detergent-activated water. Dishes, glasses, silver...even pots and pans are washed sparkling clean!



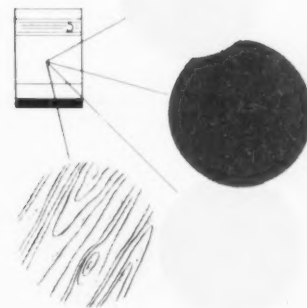
**TREMENDOUS CAPACITY MAKES POSSIBLE CARE-FREE RANDOM LOADING**

—No special place for this glass, that plate! New Contour Racks separate dishes for thorough washing. With its great capacity, there is complete flexibility in loading, with space enough, random-loaded, for an informal service for 12 to 14 people.

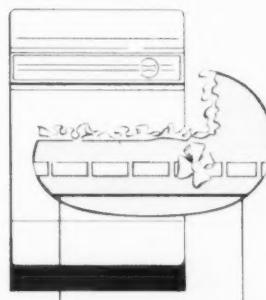
here's why  
**WASTE KING**  
sells better...

why  
**WASTE KING**  
is superior...

how the gap  
has been  
widened!!!



**A WIDE SELECTION OF WOODS AND COLORS** give you a complete range of fresh, appealing, color-mating designs to sell! Your choice, too, of under-counter, free-standing and convertible models.



**RUNS "CONVERSATION-QUIET"**—Waste King Super Hush Cushions absorb noise at every important connection. A special sound barrier of absorbent fibre-glas insulation prevents noise from escaping into kitchen. Noise never interferes with normal conversation—never disturbs, so that the Waste King owner can entertain while her Waste King does the dishes.



GET THE COMPLETE MAGI-MATIC STORY—AND WHAT IT MEANS TO YOUR PROFIT PICTURE—FROM YOUR WASTE KING DISTRIBUTOR TODAY...OR WRITE TO:  
WASTE KING CORPORATION, 3300 EAST 50TH STREET, LOS ANGELES 58, CALIFORNIA



# trends

## REGION BY REGION

### THE SOUTH EAST

By  
William McGuire



**The New Year gets off to fast start ... Dealers expect gains in stereo ... Laundry leads the way as TV, refrigerators slump**

**S**OUTHEASTERN dealers and distributors swung into 1959 on an upbeat of optimism, their spirits ranging, in healthy step-ups, from quiet confidence to exuberance. A fair-to-good 1958 and a good-to-excellent Christmas lay behind, a seemingly bright year ahead.

The air of most of this section's key cities was charged with hopefulness. A Memphis distributor, holding franchise-time interviews with 350 dealer principals, reported nearly all 700 eyes dry and smiling. In Richmond, a business-outlook survey found 68 percent of the city's firms expecting increases in '59.

Up around Charlotte, the all-important textile mills were humming ... In Nashville, building was accelerating, more industry arriving ... Florida's south-east-coast merchants found no lasting dearth of the skins they love to touch—tourist dollars ... Employment, skidding at this time last year, was on the push in Georgia, Florida, Tennessee, Mississippi and, perhaps most significantly, in industrialized Birmingham.

Christmas was generally good, with some dealers running as much as 20 percent ahead of last year.

The inability of the industry to reverse itself as quickly as the recession did put a crimp in the Christmas volume of some. A Miami dealer, who laid his 30 percent Christmas decrease to an across-the-board factory shortage of white goods in November and December, was called on more than once to make the supreme sacrifice of refunding deposits. In Richmond, however, a bigger dealer in the same line had warehoused-up sufficient inventory to get him safely through.

Most Southern observers look for stereo to bloom this year, citing this as

one key to a good 1959. To date, price preference seems to be hitting around \$250. A strong trend to self-contained units is emerging in the South ... no surprise to those who resist underestimating the power of women. Distributors are viewing Philco's new Stereo Dors feature and RCA's upcoming "convertible" console as significant straws in this particular wind.

Small appliances did nothing to distinguish themselves this Christmas as far as the average independent was concerned. They do deserve credit, however, for helping build traffic in numerous drug stores and supermarkets throughout the area.

An indicator of a good first quarter was surprisingly strong post-Christmas business. Dealers in Atlanta, New Orleans, Richmond, Jacksonville and Birmingham reported unusual activity from late December through mid-January.

To get off and running in early January, a Chattanooga distributor used an annual three-day Warehouse Clearance Sale for dealers. This year, he did close to \$100,000 by borrowing a page or two from the retail book. He created leaders by cutting his own margins 9 to 12 percent here and there, knocked a few dollars off usual dealer-cost on the rest of his stock, and stepped the dealers up. Merchandise was displayed by rows in the warehouse, an uncared piece at the head of each row so customers could see the back-up situation at a glance.

Laundry was the most consistently strong product in the Southeast, as dealers in Birmingham, Nashville, Atlanta, Jackson, Memphis, Richmond and Jacksonville put it at or near the top for December 15—January 15.

### THE GREAT LAKES

**There's lots of activity but sales don't keep pace ... Even so, everybody's optimistic over '59 prospects ... Disposers show big gains**

**W**EARING a slightly lighter shade of rose colored glasses, Great Lakes dealers and distributors report lots of activity, lots of inquiry, but not so much in the way of sales.

"Translating the inquiries into orders hasn't reached what you'd call a fevered pitch," a small-town Pennsylvania dealer reports. And the latest sales figures from that western part of the state reflects a toned-down activity. But the picture is still encouraging enough to allow for optimism. Detroiters predict a steady 10 percent increase in sales, with less fluctuation and a steadier month-to-month

increase. Hudson's Department Store there is "optimistic about 1959, and anticipates a strong year" for majors.

In Cleveland, dealers report they will be selling features and not price. Continuing a trend to push for improved margins, reported here last month, dealers are again saying "It's the feature and not the price. People will pay for the features." A Cincinnati dealer agreed that the situation is boiling down to selling at tagged price or not selling at all, says people are bargaining less, are looking for guarantees and service.

Renewed industrial activity in this heavy manufacturing and metal-working center continues to increase confidence. Major re-calls and new hirings are taking place in this area, where several of the largest manufacturers are going on multi-shift production.

With a positive approach, knowing products and features, and planned, profitable promotion, Great Lakes retailers think they've found the way to help that buying mood along. They think they've got the answer in the "hard sell", to pin down those inquiries into orders. Service is still the big extra they are aiming for. Dealers throughout the area report that what they can offer in the way of service often closes the deal, and is the deciding factor in the sale.

Only the sale of disposers showed consistent improvement on the sales charts throughout the region. Sales patterns for other majors varied from one place to the next, either zooming high above year-ago figures or dropping far below.

But those disposers! Sales in the western Pennsylvania area were up 20 percent. Disposers in Cleveland, one of the few appliances showing a gain in that city, were up 16 percent. But a 42 percent increase reported from the Dayton district takes the honors.

Hi-fi and radio, going great guns in the Dayton area, was down four percent in Cleveland and 20 percent in the West Penn Power (Cabin Hill) service area. Laundry is down all over, too, as low as 26 percent in Cleveland. Television, with sales right now a little below or holding, is expected to be a leader in the coming months.

Freezers, surprisingly for this time of year, are inching up to surpass the year-ago figures. Special promotions were the answer to that puzzlement, with one urban outlet basing its special campaign on the "out-of-season" aspect.

Low inventories, in the wake of the Christmas buying and the post-season sales, point the way to good sales of new lines, without any drastic floor clearances being planned. One Detroit retailer said his inventory was reduced 50 percent last month, compared with the year-ago month.

*Continued on page 18*

**EXCLUSIVE**

# **NEW MAYTAG WITH T.B.I. (TIMED BLEACH INJECTION)**



This new Maytag Automatic with exclusive **T.B.I.** takes the worry, work and mistakes out of bleaching — makes hand-bleaching old-fashioned. **T.B.I.** turns out whiter washes than any other automatic on the market. **T.B.I.** — Timed Bleach Injection —

means bleach is added to wash water at exactly the right time in exactly the right strength. Only Maytag with **T.B.I.** lives up to the promise of whitest washes — a mighty potent appeal to women. And only Maytag Dealers can offer **T.B.I.**

*The Maytag Company, Newton, Iowa*

**Another demonstrably better feature from...**

# **MAYTAG**

# trends

## REGION BY REGION

### THE SOUTH WEST

December was great . . . And the boom continues into January . . . Stereo is moving . . . Built-ins worry some retailers

**T**HE end of the old year and the beginning of the new held some pleasant surprises for dealers in the Southwest. December started slowly in many areas, then picked up steam as it went along, completely upsetting most sales forecasts made early in the fourth quarter. Consumers carried this buying spurt over into January, bringing unanimous predictions of "A fine year in '59."

"Arkansas had a terrific year-end appliance business," says the dealer coordinator of an electric utility. "Prospects didn't look too good in November, but in December dealers were selling hand and foot." He added, "The business in traffic appliances was tremendous, and a world of white goods was sold during the Christmas season that dealers didn't expect. Prospects for 1959 look awfully good."

The report from Oklahoma was similar. Typical comments were—"Last quarter business turned out to be very good." "Sales were better than predicted."

Movement of white goods and TV was substantially up in west Texas, and traffic appliance sales showed a marked increase over last year. Dealers agreed that conditions look right for further gains in '59.

"We were too conservative in our sales predictions," admits the commercial sales manager of a northeast Texas electric utility. "From both a dealer and a distributor standpoint, the last quarter of 1958 was very good and made the year successful."

"January got off to a wonderful start, with a noticeable increase in appliance sales over last year," says an official of a major Dallas department store. "We are enthusiastic and encouraged over this year's prospects."

The report from New Mexico was, "December did much better than pre-

dicted—an amazingly good month—and 1959 has started off very strong." After the Christmas rush for traffic appliances, distributors found their warehouses empty.

Stereo sales took a dramatic upturn in many cities. A sales manager in Amarillo, Texas, reported that "Stereo has taken hold terrifically, and dealers can sell it with a good markup. However, they are having to back order in many cases and are screaming for delivery from the manufacturers." Dallas, Little Rock and Albuquerque reported strong interest in stereo and good sales.

In the midst of all this optimism, many dealers expressed concern over a growing problem in the Southwest, where home construction is booming. They are losing many range sales—and an increasing number of refrigerator sales—because of the trend to built-ins. In Oklahoma City, for example, the ratio of built-in ranges is now 49 percent to 51 percent free-standing; in a large northeast Texas area, the percentage of built-in ranges is 35 percent, up from 29 percent the previous year.

"Builder installations preclude the possibility of retailer sales," says the sales promotion manager of a Dallas department store. Another Texas store official commented that new range sales are also being lost because consumers are buying second-hand ranges put on the market by customers buying homes with built-ins.

"The housewife has been sold on built-ins by the Medallion Home and other promotions, and merchants must realize there is a change and go out after this business," warns the dealer coordinator for a utility company. "Otherwise, they will just sit there and get only the replacement market."

### THE FAR WEST

By Howard Emerson



A report from Chicago on news of interest to the Far West . . . New appliance lines make a hit . . . Ad clean-up is coming

**T**HIS column will be a report to the Far West from an editor visiting the Chicago Winter Markets, the Housewares Show and NARDA convention. But it will pertain only to what would interest a Far West dealer on a visit here.

Optimism characterized the entire dealer-distributor-manufacturer group overcrowding this city. Not just NARDA economist Snyder's opinion that the industry is in for a three-year boom—but the opinions of Far Western dealers like: Tom Carmichael, Seattle, who served as convention chairman; Dick Finch of Medford, Ore., speaker, V. P., and head of NARDA's Management School next summer; re-elected V. P. Harold Witham of Bakersfield; dealers R. J. Johnson of Medford, Ore., Dave Brinton of Salt Lake City, Melvin Ross of Albuquerque, W. W. Westwood from Billings, Montana; Frank Harrington of Bozeman, Montana; Russ Morrissey, Phoenix, Arizona, and others.

Optimism stemmed not only from the business they had left humming at home, but also from much evidence of new and redesigned products particularly saleable in the Far western market. They knew that the desire to be different that characterizes Far Westerners would make them early buyers of: G-E's power storage center for new and remodeled kitchens; Hotpoint's "Singulaire" combination oven and flop-down burners; Philco's stack-on oven, either 110-v. with gas burners or all electric; Thermador's glamorous new built-in with glass ovens.

Seattle's Tom Carmichael considered the prevalence of one-cabinet stereo a chance for more sales, was disappointed in continued lack of full lines of walnut in TV and hi-fi sets. The availability of "frost-free" refrigerators in many lines will help upgrade sales, he says. All of these new designs and new merchandise will help Far West salesmen, said Medford's Dick Finch—it will make them curious, then enthusiastic, and has to result in more sales. He looked particularly for less-saturated products like water softeners and electric organs which offer his salesmen a chance for extra sales.

Few dealers of full line appliance-TV took much notice of what turned out to be the most active January Housewares Show ever. But even NARDA corridors hummed with opinions on Sunbeam's consignment experiment and how many more would follow suit. As mentioned here last month, appliance-TV dealers in the Far West still feel that electric housewares are an item they can take or leave alone—at least until somebody wants them "merchandised" instead of "drug-stored".

Barbecuers were an exception, but appliance dealers are now taking a professional look at this, a now staple item for the Far West. A Phoenix dealer stated here: "I won't touch a brazier with motor, spit and hood, that lists at over \$19.95." But, a new approach was evident too.

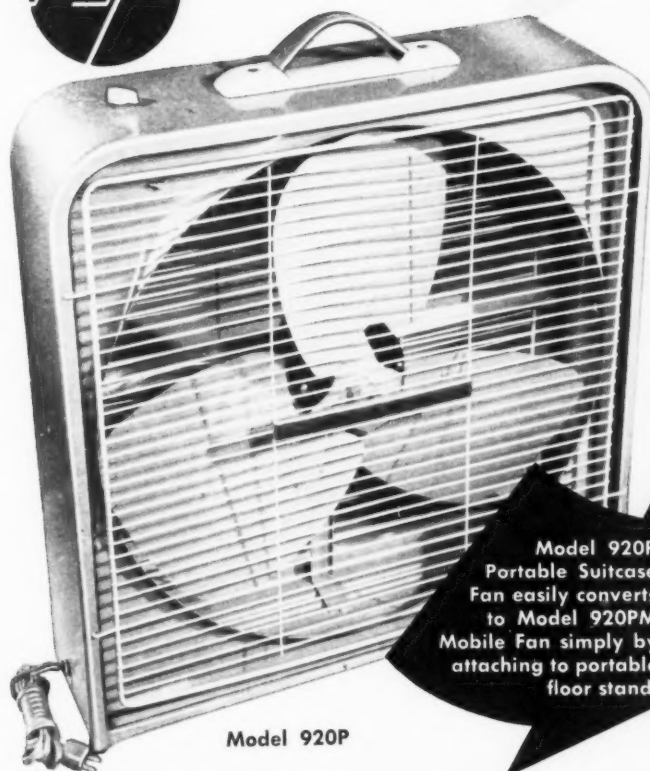
Appliance-TV dealers were looking seriously at \$200-\$300-\$400 BBQ's—those with everything but a kitchen sink. Much of the Far West market with an 8-10 month BBQ season can use these. The ap-

Continued on page 20



# AtlasFire FANS and BRAZIERS

## HAVE MORE 'SELL-POWER' FOR '59



Model 920P

Model 920P  
Portable Suitcase  
Fan easily converts  
to Model 920PM  
Mobile Fan simply by  
attaching to portable  
floor stand.

### 5 SUPER 20" FANS FOR '59

**ALL MODELS WITH . . . 6 shaded pole, rubber-mounted motor . . . Extra-safe, sturdy wire guards . . . Corona tan and white finish**

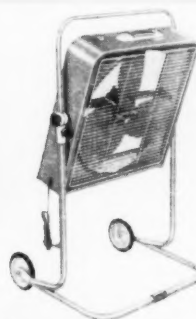
**MODEL 920P SUITCASE FAN** (shown at left) with two-speed motor, two removable safety-designed grills. Weighs just 20 pounds.

**MODEL 920PM MOBILE FAN** (shown below) is stand-mounted with 6" wheels, 18" height adjustment, two-speed motor, two removable safety-designed grills.

**MODEL 920RT ELECTRICALLY REVERSIBLE WINDOW FAN** with THERMO-STAT CONTROL with two-speed intake and two-speed exhaust motor, can be reversed while operating, control knobs on face of fan.

**MODEL 920R ELECTRICALLY REVERSIBLE WINDOW FAN** with two-speed intake and two-speed exhaust motor, can be reversed while operating, control knob on face of fan.

**MODEL 920X POWER EXHAUST FAN** with two-speed motor, control knob on face of fan.



**IMPORTANT!**  
**5-YEAR WARRANTY**  
**ON ALL**  
**ATLAS-AIRE FANS!**

### 6 BIG BRAZIERS FOR '59

**MODEL M30S** (shown) with aluminum-clad smoker oven, rotisserie spit and motor, rubber-tired wheels, 24" bowl.

**MODEL M30** with aluminum-clad hood, rotisserie spit and motor, rubber-tired wheels, 24" bowl. Smoker lid available as accessory.

**MODEL B30** with 24" bowl, rubber-tired wheels.

**MODEL B14** with 14" bowl, three-position grill, and without wheels.

**MODEL M500** with black-finished hood, rotisserie spit and motor, rubber-tired wheels, and 24" bowl with 1" lip. Smoker lid available as accessory.

**MODEL B500** with 24" bowl that has 1" lip around edge, and rubber-tired wheels.

#### ALL MODELS WITH . . .

Triple-plated, crank-adjustable grill (except Model B14 with three-position grill adjustment)

Attractive black and red finish

Rugged bowl that can absorb plenty of punishment



Manufacturers of a  
Complete Line of Barbecue Braziers—Window Fans—Power Mowers



**ATLAS TOOL & MANUFACTURING CO.**  
5149 NATURAL BRIDGE • FOUNDED 1926 • ST. LOUIS 15, MO.

**HURRY!** Send for FREE  
**SALES PACKAGE!**

Use the handy coupon below to obtain FREE sales package containing all details, ordering information, costs, literature, sales aids, etc. Merchandise samples available to jobbers, wholesalers, and distributors on request!

Please send me sales packages indicated below:

☐ Fans ☐ Braziers ☐ Both

Sold only through wholesalers on a selective basis.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

Your Name \_\_\_\_\_

Position \_\_\_\_\_

**ATLAS TOOL & MANUFACTURING COMPANY**

5151 Natural Bridge

St. Louis 15, Mo.

# This is the END of room cooler AIR FILTER PROBLEMS



**RIGID ALUMINUM CONSTRUCTION**  
—holds shape,  
won't shred

**EASILY CUT TO SIZE**—  
with knife or  
scissors

**SOLVES SPECIAL  
SIZE INVENTORY  
PROBLEMS**

**HIGHEST  
EFFICIENCY**  
adapted from  
famous E Z Kleen  
design

**15" x 24" SIZE**—  
cut to fit almost  
all units

**WASHABLE**—  
with water

**FULL PROFIT  
MARGINS**

**PACKAGED IN  
POLYETHYLENE  
printed envelope**

**RP** **EZ KLEEN** <sup>®</sup> **TRIM-TO-SIZE** **FILTER** <sup>®</sup>

**WASHABLE ALUMINUM**

**\$1.75**  
LIST PRICE

**RIGID ALUMINUM CONSTRUCTION**—holds its shape, won't shed particles, is safe, clean and easy to handle.

**ELIMINATES STOCKING OF MANY SPECIAL SIZES**—Easily cut to size, the 15" x 24" Trim-To-Size Filter together with the standard E Z Kleen for popular sizes fulfills virtually all room cooler filter requirements.

**WASHABLE**—with a stream of water. A real sales feature that keeps filter and unit at peak efficiency.

**FULL PROFIT MARGINS**—The Trim-To-Size E Z Kleen is the *only* product of its kind on the market. Cut-price competition from "almost the same" products is eliminated.

**PROMOTION HELPS**—Envelope stuffers, catalog sheets, ad mats are all available for special promotions.

**Plus** **ODOR REMOVAL FOR  
EXTRA PROFITS WITH  
SUPER handi-koter**

A BIG sales feature—you can sell odor removal too, with this one pint container of exclusive Super Filter Coat, the dirt, pollen and odor-removing adhesive. It's a fast-selling item that adds even more to your profit margin.



*Products of Research*

**Write... RESEARCH PRODUCTS Corporation**

Dept. 22, Madison 1, Wisconsin

## trends REGION BY REGION

CONTINUED

pliance-TV dealer with his knowledge of specialty selling, plus 24-36 month's contracts, is the strongest agent to push this price bracket.

Something important to Far Westerners is unreported elsewhere in our NARDA coverage because it was an addenda to the speech of shrewd and successful Minneapolis dealer George Johnston. Said this well-known speaker to Far West association meetings: "The days of the phony half-truths and phony price comparisons are numbered." He stated that the FTC and many state trade commissions, cooperating with better business bureaus, "are going to make us quit." A new rule book, "The Guide Against Deceptive Advertising", adopted in October '58, is severe—and enforcement agencies have been "beefed up". Johnston noted examples of enforcement in his own market, where he is a leader in "promotional selling". He says that if your town hasn't got the "cure", it will. So get ready to pitch benefits not just a deal, he said.

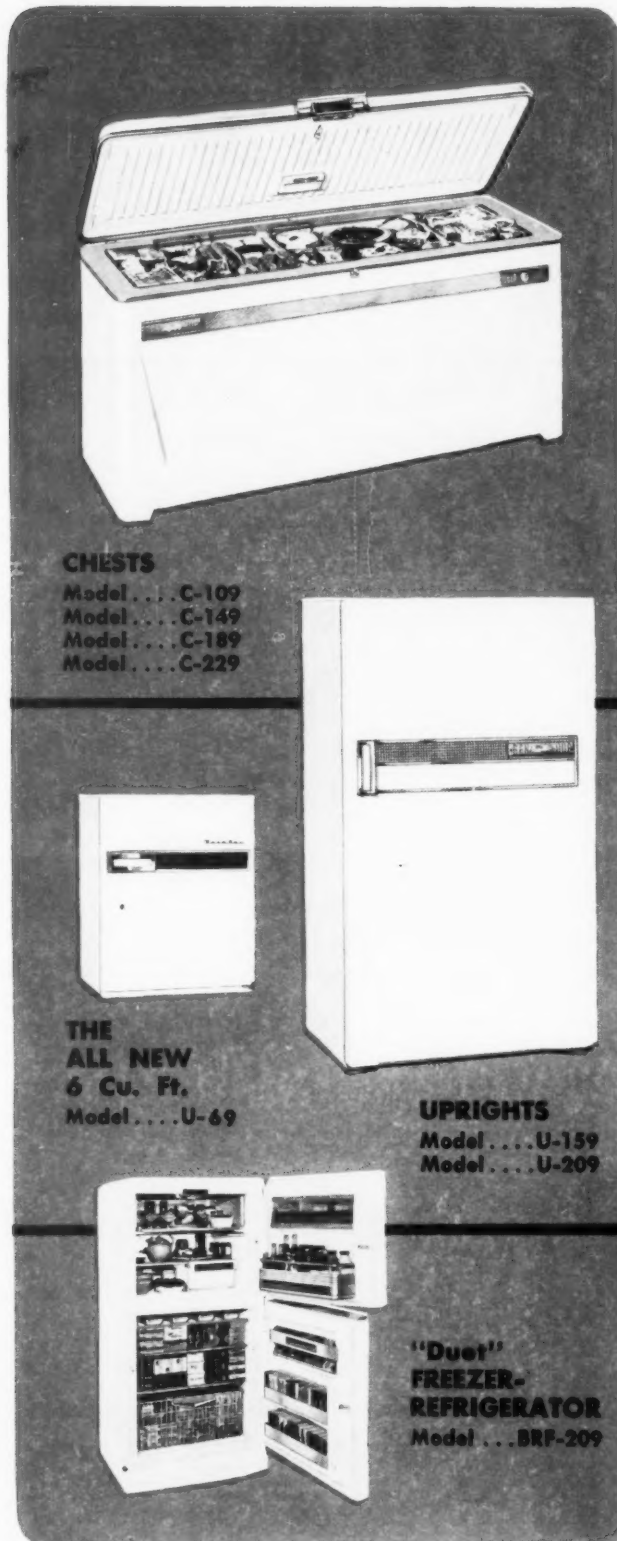
Stronger franchising was on the minds of several manufacturers' top executives here, but most of their attentions will be on the northeast and north central states. Said one: "Your dealers in the Far West have stronger franchises than anywhere in the country—with maybe Los Angeles as an exception. We experimented with limited franchising in the Northwest, we've extended it to northern California. In many areas out there, the mountain states and the southwest, the scarcity of good merchandising dealers is limiting franchising and giving the dealers we have full manufacturer and distributor support. I think we can do something in the Los Angeles area when that department store-discount house Donnybrook quiets down." *End*



How was your freezer business?

# BEN-HUR SALES

## more than doubled in '58



### CHESTS

Model . . . C-109  
Model . . . C-149  
Model . . . C-189  
Model . . . C-229

### THE ALL NEW 6 Cu. Ft.

Model . . . U-69

### UPRIGHTS

Model . . . U-159  
Model . . . U-209

"Duet"  
FREEZER-  
REFRIGERATOR  
Model . . . BRP-209

## HERE'S WHY

**ONLY BEN-HUR FREEZER SELLING** is supported with a positive, forceful Merchandising Program, featuring a "LIVE DISPLAY," designed to make PROFITS for YOU — and presented by technically trained Freezer Specialists with Freezer Sales "Know-How."

**ONLY BEN-HUR FREEZERS** offer the SELECTION that satisfies every customer need — Uprights — Chests — Combination Freezer-Refrigerators — and the ALL NEW 6 Cu. Ft. Upright:

**ONLY BEN-HUR FREEZER SELLING** is backed by a BIG "Exclusively Freezer" advertising program in LIFE, GOOD HOUSEKEEPING, HOUSE & GARDEN, HOLIDAY, HOUSE BEAUTIFUL and LIVING FOR YOUNG HOMEMAKERS.

**ONLY BEN-HUR FREEZERS** have a 10 YEAR WARRANTY\* giving customers the "Performance Protection" they want.

**ONLY BEN-HUR FREEZERS** must pass the famous R.O.P. record-of-performance test. You and your customers have fewer service problems.

**ONLY BEN-HUR FREEZERS** have *all* these customer satisfying features... Flex-Flo Cover... Chariot Glow Warning Light... Desert-Dri Construction... Safety Cold Control... Safety Latch... and many others.

\*Replacement Compressor Price Pro-rated after 5 years.

# BEN-HUR



Only Ben-Hur Freezers Carry All These Performance Seals.

*America's Finest Freezer* IS NOW AMERICA'S FASTEST SELLING FREEZER

**OLDEST and LARGEST EXCLUSIVE MANUFACTURER of HOME FREEZERS**

**YOU CAN SELL MORE  
FIND OUT HOW**

TEAR  
OUT  
AND  
MAIL  
TODAY!

**BEN-HUR MFG. CO.**  
Dept. L9, 634 E. Keefe Ave., Milwaukee 12, Wisconsin, U.S.A.  
Please tell me how I can PROFIT as a Ben-Hur Franchised Dealer

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# how's business?

Here's the answer for 26 key markets which embrace over 17% of the U.S. buying public. Based on flash reports from leading utilities, this chart provides you with the most authentic, up-to-the-minute index of retail sales yet available. It's another **ELECTRICAL MERCHANDISING** exclusive.

November figures: 00 Year to date figures: 00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dishwashers	Room Air Conditioners	TV
	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57
<b>IN THE EAST</b>									
United Illuminating Co.	- 2	+23	+ 4	- 2	- 4	+17	+15	**	-14
	-15	+44	-13	+13	- 6	+ 5	- 1	-24	- 7
N. Y. State Electric & Gas Corp.	- 4	+12	+15	+ 9	+ 8	+15	*	-50	*
	- 8	+ 1	- 3	-12	- 6	- 5	*	-46	*
Jersey Central Power & Light Co.	+10	+17	- 6	-14	+ 3	+12	+ 4	+30	+17
	+11	+44	-12	-14	+ 9	+18	+18	- 5	+18
New Jersey Power & Light Co.	+33	+95	+10	+ 9	+16	+72	+142	**	*
	- 7	+29	**	+36	**	+25	+25	-40	*
Philadelphia Electrical Asso.	-19	- 2	+11	-33	-11	-22	- 5	**	-19
	-15	+ 7	-16	-23	-10	- 8	- 9	- 6	- 7
Pennsylvania Electric Co.	- 1	-11	- 8	- 3	- 9	+ 3	+ 3	-55	-20
	-18	- 3	-25	- 4	-18	- 8	- 6	-45	-14
West Penn Power Co.	- 7	-12	-21	-26	-10	-17	- 4	-52	-21
	-14	+18	-15	-13	-17	- 5	- 7	-21	-11
<b>IN THE MIDWEST</b>									
Dayton Power & Light Co.	+ 3	+ 5	-23	-20	- 9	- 5	-25	+220	- 2
	-18	-28	-14	-16	- 8	- 1	-29	-32	-13
Commonwealth Edison Co.	*	-14	+14	+57	*	+ 9	+29	-16	*
	*	+10	- 6	+ 3	*	-12	**	-46	*
Kansas Gas & Electric Co.	-22	-21	-19	- 2	-37	-18	- 9	+ 6	-27
	-12	+10	-10	+54	-22	-10	+ 6	-11	-13
Nebraska-Iowa Electrical Council	+29	+60	+22	+82	+34	+52	+130	**	**
	-10	+39	+ 6	+36	+ 2	+11	-24	-34	-10
<b>IN THE SOUTH</b>									
Kentucky Utilities Co.	+60	- 1	+64	- 2	-11	- 8	+15	-95	-24
	- 6	+22	- 3	+10	- 3	+ 8	+12	- 8	-12
Chattanooga Electric Power Bd.	-17	- 5	-12	+22	+10	-25	+114	-17	+39
	-25	+ 5	-13	+25	- 5	-10	-23	-12	+ 1
Nashville Electric Service	+23	-11	+ 1	- 8	*	+ 2	*	*	*
	+ 4	+19	+ 1	- 8	*	- 4	*	*	*
Florida Power Corp.	+30	+19	+21	- 4	- 7	-11	+77	- 6	- 9
	+29	+ 2	+52	+29	+ 9	+40	+12	+19	+12
Florida Power & Light Co.	+ 7	+49	+45	+66	-13	+318	+46	+120	-33
	-23	**	-22	+12	-13	+ 3	-29	+29	-11
Tampa Electric Co.	+10	+ 4	+20	+38	+ 3	-17	+16	+ 5	-12
	- 4	+27	+ 8	+21	- 8	+ 7	+ 6	+30	-15
<b>IN THE SOUTHWEST</b>									
Dallas Power & Light Co.	+29	+19	+33	+175	+30	-44	+ 1	+560	-10
	+ 6	+13	+ 5	+16	+ 8	- 3	+12	-21	-17
Southwestern Gas & Electric Co.	+22	+15	+74	+73	- 5	+ 9	+54	+71	-14
	- 4	+31	+18	+ 1	-13	+ 8	+14	+ 6	-23
New Orleans Public Service, Inc.	- 3	+14	+101	*	-11	-48	- 6	+26	-13
	-10	+ 2	+27	*	-16	-48	+34	+ 6	-16
Gulf States Utilities Co.	*	*	-45	-30	*	-17	*	*	*
	*	*	+ 5	+18	*	- 3	*	*	*
<b>IN THE WEST</b>									
Appliance Merchandisers Assn.	+44	+101	+31	+73	+28	+59	-40	-41	+13
	+34	+20	+88	+118	+30	+28	- 2	-11	+ 5
Idaho Power Co.	-20	-13	-19	- 8	-25	-22	*	*	*
	+ 6	+ 6	+ 1	- 1	+ 1	- 9	*	*	*
Pacific Gas & Electric Co.	+19	+17	+ 3	+16	+ 4	+13	+11	+168	+ 7
	+ 2	+23	+ 5	+ 3	- 2	- 1	+ 7	+ 3	- 2
Pacific Power & Light Co.	- 4	+ 7	- 6	+ 3	- 2	+ 8	+ 6	**	-28
	+10	+18	-14	- 4	-12	-14	+13	+75	-16
Washington Water Power Co.	+ 9	-20	-13	- 1	- 2	- 1	- 6	**	-11
	- 2	- 5	-11	-17	-10	-15	- 8	+98	-21
<b>NATIONAL</b>									
November	+ 7	+ 6	+ 6	+19	- 4	+ 4	+ 9	+106†	-12
Year to date	- 6	+14	- 4	+ 7	- 7	- 5	**	- 7	- 8

\* Not Available

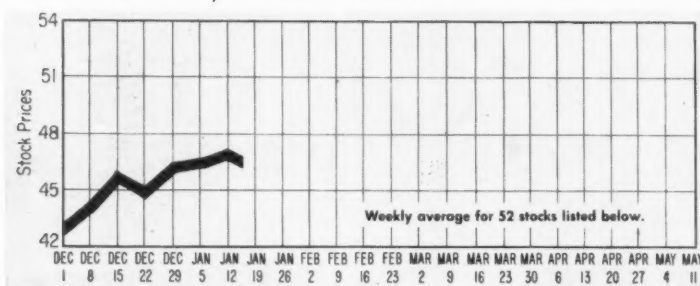
\*\* Change of less than 1/2 of 1%

† Comparatively small number of units

## taking stock:

**Taking Stock.** A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of **ELECTRICAL MERCHANDISING**.

## How The Industry Behaved Week By Week



STOCK AND DIVIDENDS IN DOLLARS	1958-59		CLOSE DEC. 15	CLOSE JAN. 15	NET CHANGE
	HIGH	LOW			
<b>NEW YORK STOCK EXCHANGE</b>					
Admiral Corp.	19½	7	18	18½	+½
American Motors 1¼F	42½	8	39¾	41¾	+2
Arvin Ind. 1¼E	30	23½	28½	29¼	+¾
Avco Mfg. .40	13¾	5½	12½	11¾	-1½
Black & Decker 2	59½	36	59	55	-4
Borg Warner 2	41¾	25½	37½	41¾	+3½
Bulova .15G	16¾	9¾	15	14¾	-¾
Carrier 2E	47¾	32½	43½	47½	+3½
Chrysler 1½E	59½	44	49½	51½	+2¼
Colgate Palm. 3A XD	98¾	48	85¾	91¾	+5½
Decca Records 1	19¾	13¾	18½	19½	+¾
Emerson El. 1.60B	56½	29	52¾	49	-3¾
Emerson Radio ¾T	16½	4½	14½	14¾	+¼
Fedders Quig. 1	17¾	11¾	16½	17½	+¾
Firestone 2.60B	136	82¾	130¾	130	-¾
General Electric 2	80¼	57	73	79½	+6½
General Motors 2	52	33¾	48½	49½	+1¾
Hoffman Electric 1	45½	21	41½	38¼	-3¼
Hupp Corp. ¼F	6¼	2½	5¾	5¼	-½
Magnavox 1½B	60½	30¼	55	53¼	-1¾
Maytag 2.40A	49¾	23¼	45¾	49¾	+4½
McGraw-Edison 1.40	41¾	31¾	39	39	-
Mpl. Honeywell 1.60A	126	76	120	118	-2
Minn. Mining & Mfg. 1.20	121½	73½	108	119½	+11½
Montgomery Ward 2A	42¾	28	41¾	42¾	+1½
Motor Wheel .70E	18¾	12¾	15¾	17¾	+1½
Motorola 1½	62¾	35	56	62	+6
Murray	33½	19¾	32¾	29	-3¾
Philco ¾T	26¾	12¾	23¾	23	-¾
Procter & Gamble 2.20	78½	55	74¾	76½	+1½
R.C.A. 1A	50½	30¼	46¾	49¾	+3½
Raytheon 1¼T	69	21½	63½	57½	-5½
Rheem Mfg. .10E	20½	10½	18½	19½	+¾
Ronson .60	12¼	7¾	10¼	12	+1¼
Schick	16¼	8¾	14½	13¼	-¾
Scovill Mfg.	28½	19	22¾	24½	+1¾
Sears Roebuck 1A	41¼	25	37	41¼	+4¼
Servel	11	4¼	10½	9¾	-¾
Smith (A.O.) 1.60B	47¾	25¾	44	45¾	+1¾
Square D 1	31½	20½	29	29½	+½
Sunbeam 1.40A	66½	39½	64¾	63½	-1¼
Sylvania El. Pd. 2	63½	31½	56¾	62¾	+5½
Welbilt .07E	4¾	1¾	3¾	3¾	+½
Westinghouse 2	75¾	55½	70¾	75¾	+4½
Whirlpool 1	32½	16½	30¾	32	+1½
White Sewing	8¾	4¾	7¾	8	+¾
Zenith Rad. 2A	208½	67½	196	193	-3
<b>AMERICAN STOCK EXCHANGE</b>					
Du Mont Lab.	8¼	3	7¾	7¾	-½
Eureka Corp.	½	¾	¼	¾	+¾
Muntz TV	2	¾	1¾	1¾	+½
Singer Mfg. 220	53¼	32½	47¼	53¼	+6½
Skiatron	7¾	3¾	5½	6½	+¾

A—Also extra or extras. B—Annual rate plus stock dividend. E—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. H—Declared or paid after stock dividend or split-up. P—Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. XD—Extra Dividend; F—Payable in stock during 1959.

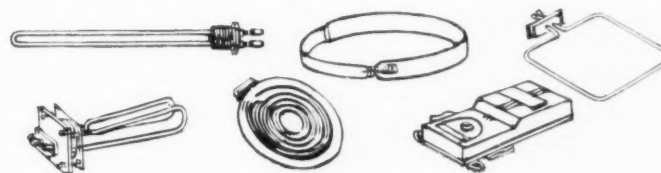
# PICK UP THIS BOX



**... and start making money  
on electric range service calls**

*In a box 11" x 19" x 14" you can carry everything required to replace any standard electric range surface unit.*

*And this entire Chromalox "truck inventory" (5 replacement elements and 7 adaptor rings) costs less than \$50.*



Chromalox has a complete line of replacement electric heating elements: Surface and bake elements for ranges . . . flange and screw-plug immersion elements and wrap-around elements for water heaters . . . plus water heater thermostats. Call your Chromalox Distributor . . . or write Edwin L. Wiegand Company.

4986





**POWERFUL HEATER** delivers up to 5630 BTUs per hour . . . as a winter humidifier, evaporates up to 12 gallons of water into bone dry air. Stunning High Style leather-textured, vinyl-coated galvanized steel cabinet resists scuffs. 1/20 HP motor. Retail for \$54.95.

## New cool-r-heater\* Sells Blower-forced Comfort the Year-round!

*A TravelAire exclusive*—a cooler with a built-in heater! Sell it as a large-capacity humidifier and heater NOW . . . later as a powerful 3-speed cooler . . . exhaust fan . . . circulator . . . hair dryer, dust and lint filter! A quick demonstration makes the sale — and you'll SELL Cool-r-heater the YEAR-ROUND in volume at full margin.

*Plus four new fast-selling coolers:* Two prestige High Style models, plus a budget leader and a power room cooler. This new line features vinyl-coated steel cabinets, double-thick filters, dual directional grilles and other exclusives. Order America's fastest-selling cooler line NOW!



**MODEL 860 SPOT COOLER** — High Style vinyl-coated cabinet. 1/20 HP, 3-speed motor. Water valve converts cooler to fan. New cooling filter. Retail for \$44.95.

**MODEL 960 ROOM COOLER**—Twin blowers. 1/10 HP, 3-speed motor. Adjustable grille. Vinyl-coated cabinet. Case slides out for yearly filter pad change. Retail for \$64.95.

**MODEL 1260 ROOM COOLER** — Powerful twin blowers. Cools from table. Roll-Easy stand or window installation. 1/7 HP, 3-speed blower motor. Retail for \$84.95.

**MODEL 760 SPOT COOLER**—Special promotional model. Adjustable louvers. Water shut-off valve. Water-level indicator. 1/25 HP, 2-speed motor. Retail for \$34.95.

### METALAIRE PRODUCTS COMPANY

P. O. Box 468 • Phoenix, Arizona

Eastern Sales Office: P. O. Box 695, Long Beach, Long Island, New York

Division of International Metal Products Company—World's largest producer of evaporative coolers

**TravelAire**  
portable air coolers

## economic currents

### Abundance Rules Out Galloping Inflation

By the McGraw-Hill Dept. of Economics

**W**ITH the recession rapidly becoming a memory, economists—a group of people who are continuously searching for flaws in the best of all possible worlds—have become increasingly concerned with the problem of inflation. But inflation is a problem which concerns not only economists, but every businessman, large or small, every wage earner, every pensioner.

To the businessman, inflation means that he must now spend more dollars than he would have spent a few years ago for the same amount of goods and services needed to run his business. To the wage earner, it means that—even though his salary may be increasing—if prices are increasing just as fast, then he can't buy any more goods than he did before his salary increase. To the pensioner, or anyone living on a fixed income, inflation means that the amount of dollars which he had counted on to provide an adequate standard of living a few years ago will no longer do so.

**Living Index Rise.** That inflation is a problem can be readily seen from the cost of living index—an index which measures the changes in prices of things consumers buy. According to this index the prices we pay for the goods and services in the average consumer's budget have increased almost 30% in the last ten years.

At the beginning of last year the consumer price index was 122.3 (the average for 1947-49 is 100). By the end of the year it had climbed to 123.9. At first glance the increase appears small—only 1.6 percentage points. However, over a period of time it mounts up and becomes a significant increase. Just since 1955 the index has increased 8 percent—and an 8 percent erosion of the dollar means a lot in terms of the amount of goods and services that can be bought.

**Something To Watch.** It is evident that there is an increasing awareness and fear of inflation. The recent rush into the stock market by the American public to buy common stocks is evidence of people trying to hedge against inflation, for common stocks have a reputation for rising along with inflation.

But are those who are betting on a continuing and rapid rate of inflation justified in such fears? The answer appears to be no, for the main cause of persistent inflation is lacking—scarcity. Right now, almost nothing is scarce. In fact, in most cases there is over abundance. It is true of American agriculture, of labor and of manufacturing.

**Abundance The Key.** Thus it appears that the fears of inflation are being exaggerated. Of course, this does not mean that there will not be some increase in prices for particular goods. The steel industry will be negotiating a new wage contract this summer. This could mean a substantial price increase for a number of commodities that use steel. However, over the long run it is unlikely that galloping inflation will occur in our economy, which has the capacity to produce an increasing abundance of goods.

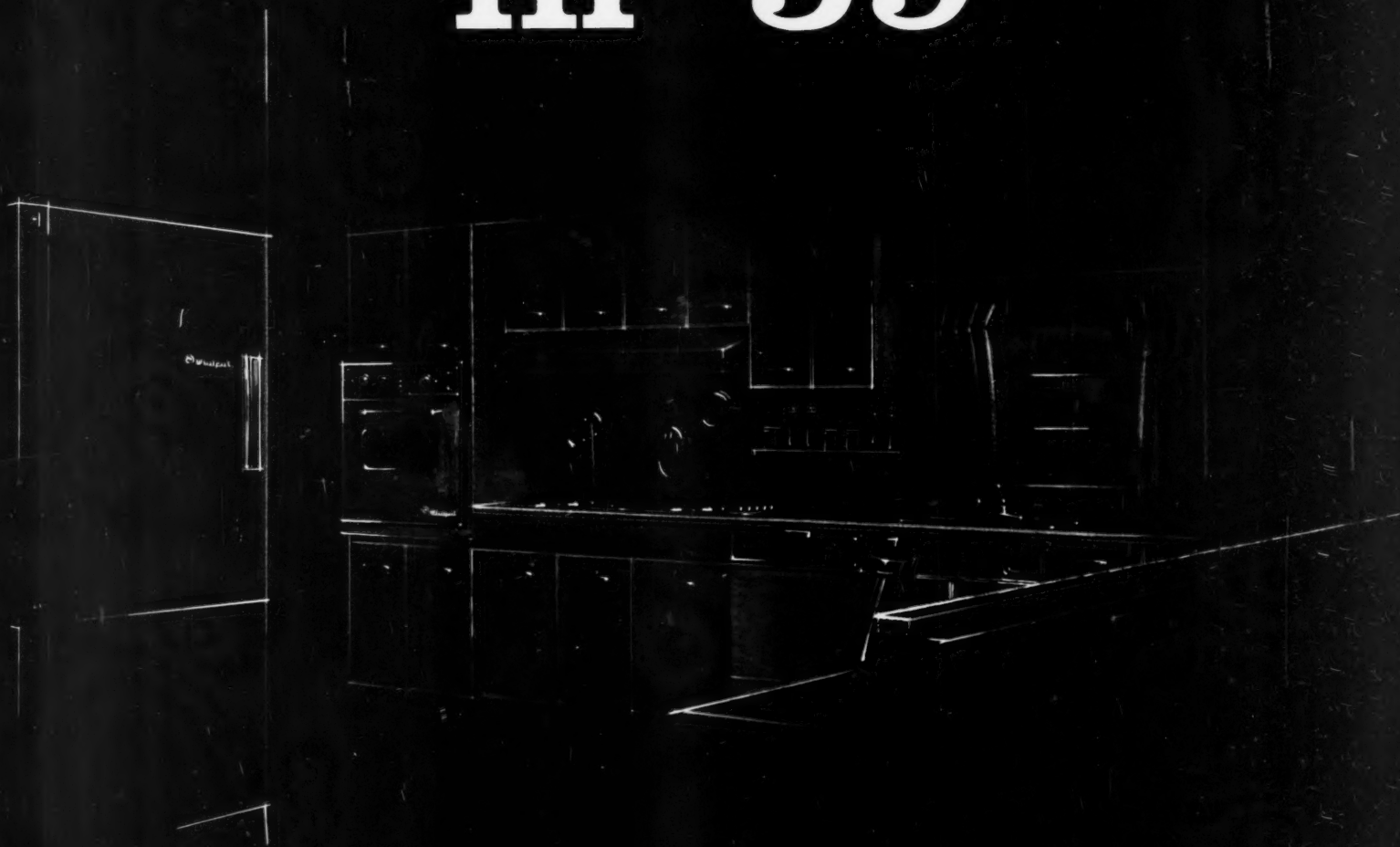
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**NOW...**

**MORE THAN EVER, YOU GET**

**more to tell...  
more to sell  
in '59**



with new  **Whirlpool** home appliances  
and complete electric and gas kitchens

THERE'S MORE TO TELL, MORE TO SELL IN THE



SO SIMPLE...SO FLEXIBLE

so automatic...it's



Imperial Mark XII Washer  
FA-91; FA-96 (with Suds-Miser)

- A CORRECT CYCLE FOR EVERY FABRIC
- FULL-TIME, BUILT-IN LINT FILTER
- WRINKLE-FREE WASHING OF WASH 'N WEARS
- BUILT-IN AUTOMATIC RINSE DISPENSER
- SOAP AND WATER THRIFTY SUDS-MISER®

#### A COMPLETE LINE

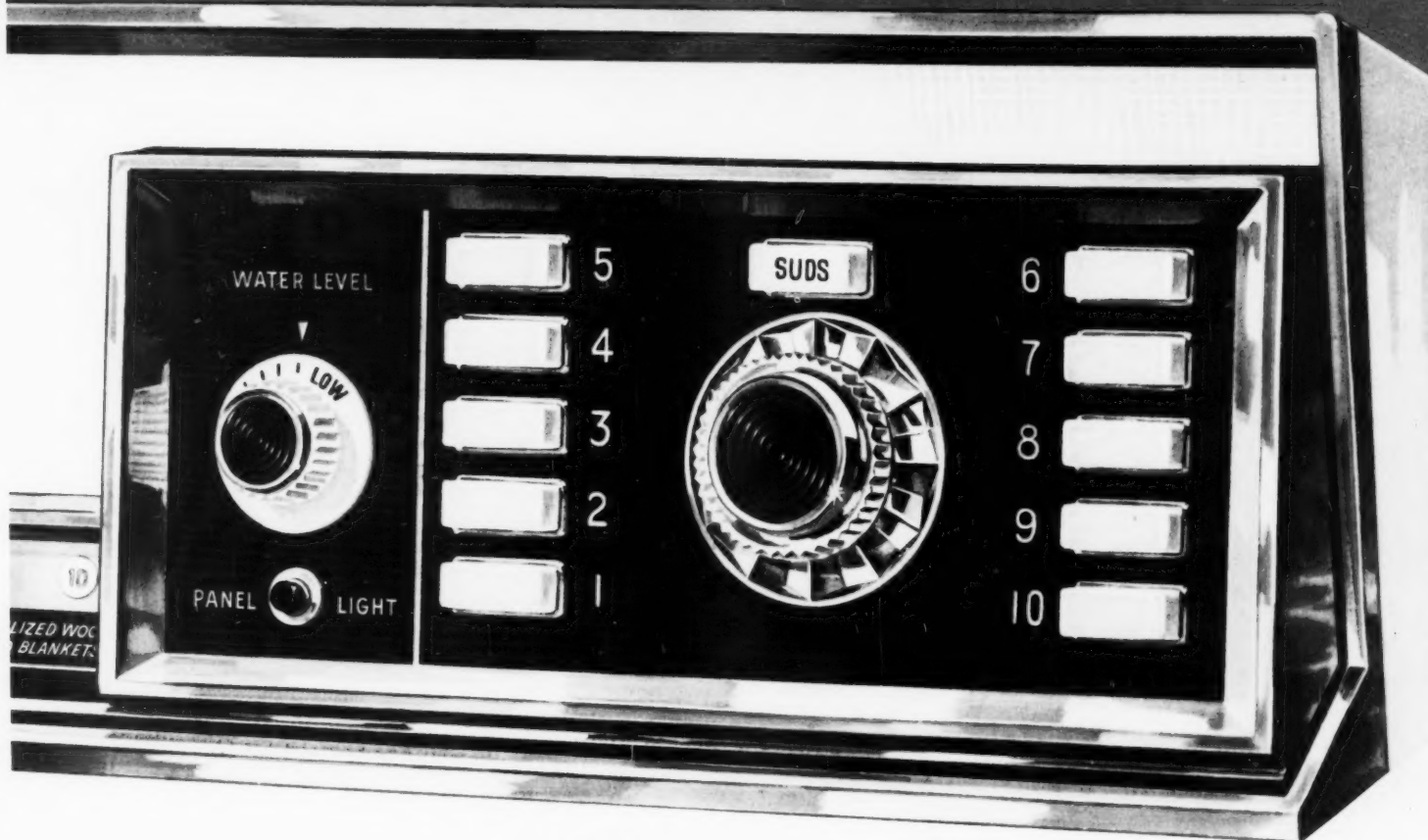


#### IMPERIAL WASHER with 2 speeds, 3 cycles

More value . . . more features than found in most top models of other makes. Wrinkle-free washing of wash 'n wears . . . lint-free washing . . . combination wash-rinse control with 6 automatic settings.

FA-90,  
FA-95 (with Suds-Miser)

# NEW RCA Whirlpool WASHERS



## even self-setting

Here's complete automaticity! Just press one button on the control panel and the washer sets itself for the correct washing time . . . correct rinsing cycle . . . correct wash and rinse temperatures . . . correct agitation and spin speeds for the fabric being washed . . . *all automatically!*

There's a correct cycle for every fabric from husky duds to filmy sheers to wash 'n wears. Never again

does your customer have to use guesswork to get a perfect wash.

The advantages of this *completely automatic* washer . . . and the public acceptance of the RCA WHIRLPOOL brand name . . . will make the Imperial Mark XII model the most-wanted automatic washer in 1959. It's the washer that gives you *more to tell . . . more to sell . . . with profit!*

### WITH STEP-UP POWER TO BRING YOU BACK TO PROFITABLE SELLING!



EA-21.  
EA-26 (with Suds-Miser)

2 cycles, built-in lint filter, 5-temp wash-rinse control.



EA-16

One-dial fully-automatic washing, 7 rinses, high console styling.



EA-11

Value-packed, 2-cycle, 24" wide, family size. Completely automatic.



EA-5

Fully automatic, 24" wide washer at a terrific, low price.



THERE'S MORE TO TELL, MORE TO SELL IN THE



HERE'S A DRYER THAT AUTOMATICALLY

sets temperature, drying

SO SIMPLE . . . SO FLEXIBLE  
 . . . 8 AUTOMATIC CYCLES  
 ASSURE "JUST-RIGHT", SAFE  
 DRYING FOR ANY FABRIC  
 WITH ONE SETTING!



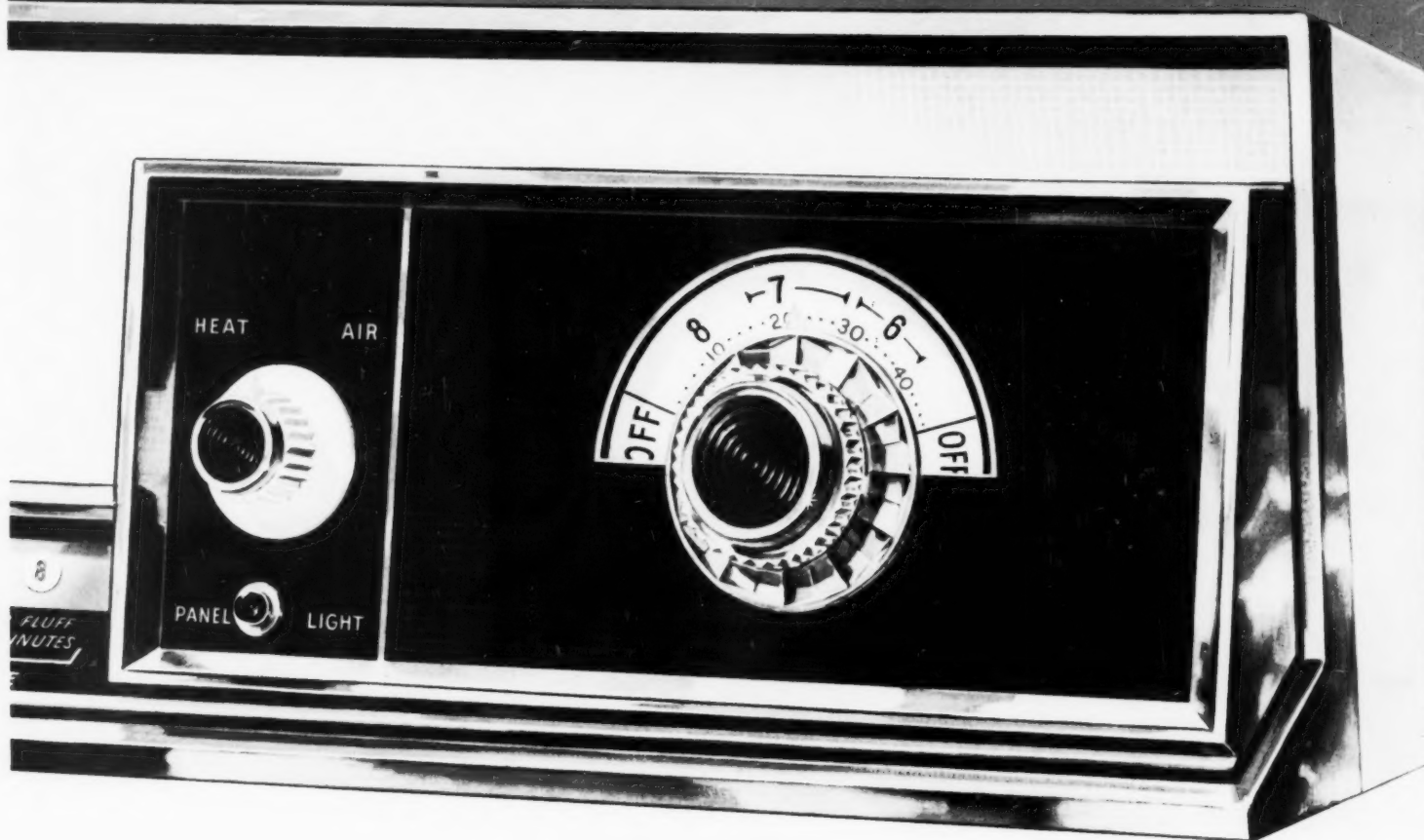
**IMPERIAL DRYER  
 with 3 cycles**

This beautiful model dries any fabric safely, perfectly, automatically. Wash 'n wears dry wrinkle free . . . amazing Moisture Minder shuts off dryer at "dry enough" for softer, fluffier regulars.

Imperial Mark XII Dryers  
 FD-91 (electric)  
 FD-96 (gas)

FD-90 (electric)  
 FD-95 (gas)

# NEW RCA Whirlpool DRYERS



## and cooling-fluffing time

From heaviest fabrics to delicate sheers to wash 'n wears there's a specific drying cycle indicated on the illuminated Fabric Guide. You just turn the dial to match the number that is correct for the load to be dried. The dryer then sets the correct temperature . . . the correct drying and cooling-fluffing time . . . and shuts itself off at "dry enough" — all automatically!

Wash 'n wears are dried wrinkle free and ready to wear. A special cycle damp dries clothes for ironing, and still another cycle refreshes clothing and bedding by air-fluffing at room temperature.

Never before has drying been simpler . . . more flexible . . . more automatic than with this versatile dryer. Never before have you had so much *more to tell* . . . so much *more to sell!*



ED-21 (electric)  
ED-26 (gas)

ED-20S (electric)  
ED-25S (gas)

Value-packed with 2 drying cycles, 5 heat settings.

Feature price! 3 heats, controlled air circulation.

### FEATURES WOMEN WANT

#### Wrinkle-Free Drying

Wash 'n wears dry ready to wear because this amazing dryer pampers them with a special air-fluffing, wrinkle-banishing, cool-down period.



#### Moisture Minder†

Clothes are softer and fluffier because Moisture Minder automatically shuts the dryer off at "dry enough". Clothes are never harshly overdried or underdried.

†Tmk.

THERE'S MORE TO TELL, MORE TO SELL IN THE

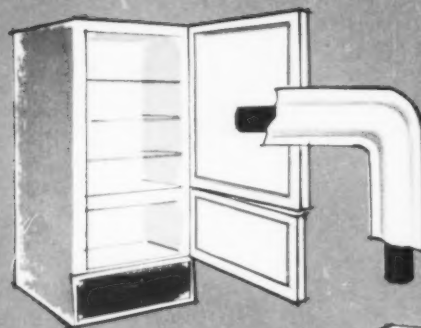


# Whirlpool REFRIGERATOR-

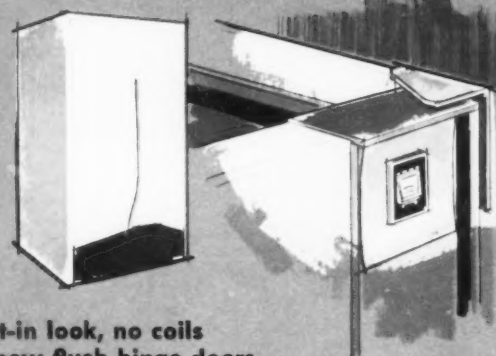
New ICEMAGIC® automatic  
ice cube maker



New exclusive magnetic  
door gaskets



New built-in look, no coils  
on back . . . new flush-hinge doors

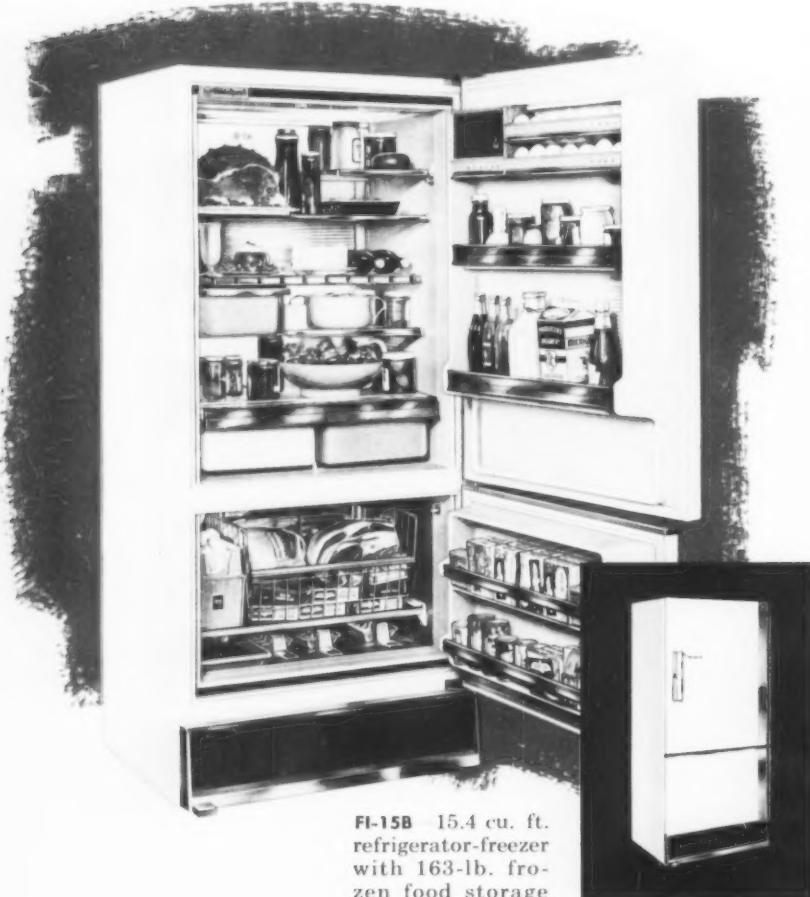


## Icemagic...magnetic door...

Here's more sales excitement . . . more new, practical, quality features . . . and more "look-ahead" styling to give you the most convincing sales story ever! It's a short but complete line that's designed and priced for every type of customer!

**ICEMAGIC** does it all! There are no more trays to fill, no muss or fuss. All of the ice cubes needed are ready for instant use. Take one, a dozen or more, the ice maker replaces them like magic . . . automatically, and stores them in the handy bin. The distinctive half-moon shaped cubes are "dried" before being dropped into storage bin to help prevent them from sticking together.

### THERE'S A MODEL AND PRICE



**FI-15B** — 15.4 cu. ft.  
refrigerator-freezer  
with 163-lb. fro-  
zen food storage  
capacity.



**FI-13B** — 13.6 cu. ft.  
refrigerator-freezer  
with 163-lb. fro-  
zen food storage  
capacity.



**FI-13TCM** — 13.2 cu.  
ft. refrigerator-  
freezer with 93-lb.  
frozen food storage  
capacity.



**FS-12B** — 12 cu. ft.  
refrigerator-freezer  
with 107-lb. fro-  
zen food storage  
capacity.

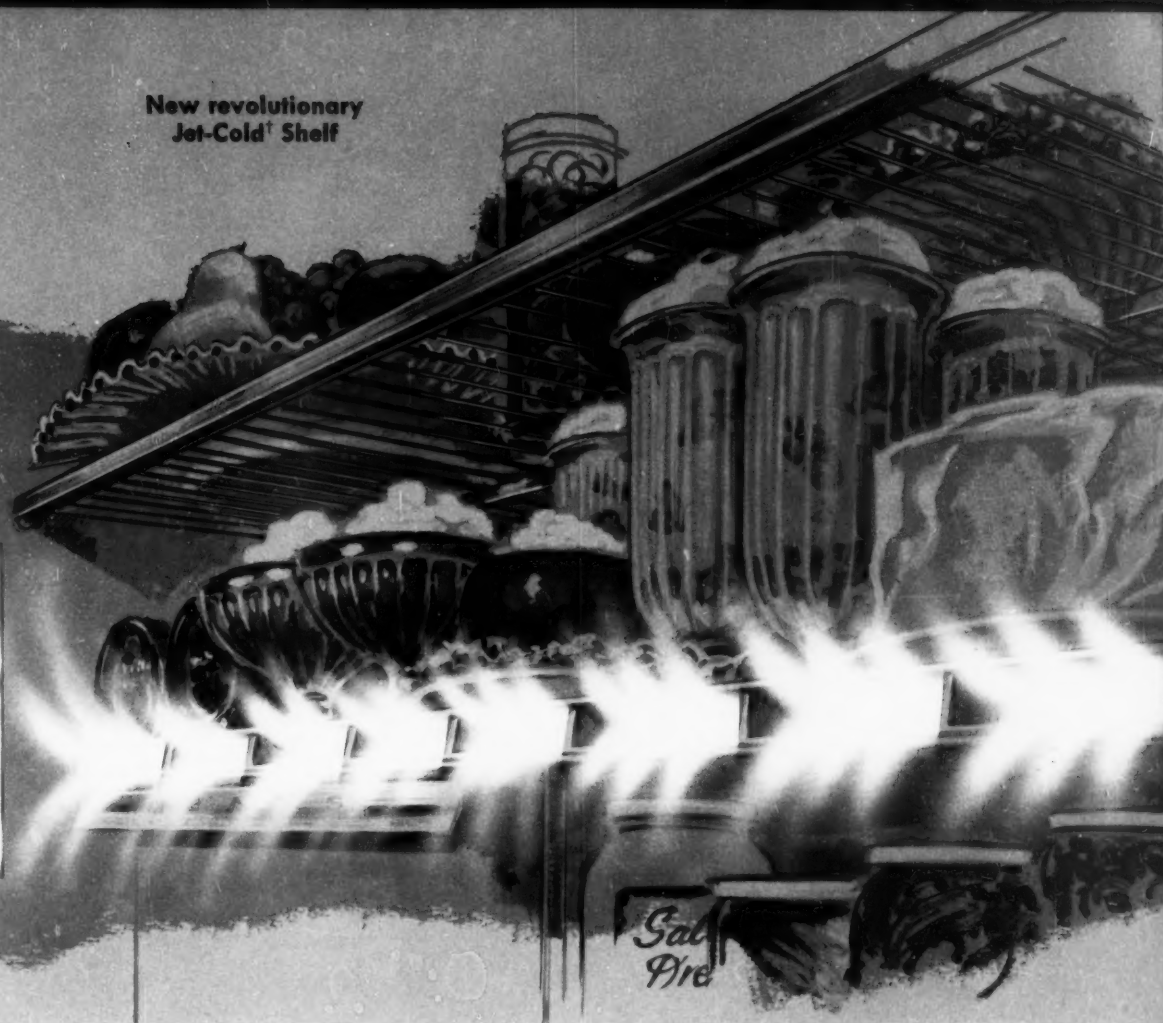


**NEW**

New revolutionary  
**Jet-Cold<sup>†</sup> Shelf**

## **FREEZERS**

New Activated-Cold  
Air Purifying System



# flush back...Jet-Cold Shelf

**NEW BUILT-IN LOOK** gives you another selling edge. New flat-back design fits flush, no coils or tubing protrude anywhere. New flush-hinge doors open within the width of the cabinet.

**NEW MAGNETIC DOOR GASKETS** provide a tight positive seal all around the doors . . . "locks" cold in and heat out. Doors open instantly with just a slight outside pull or inside push.

**ACTIVATED-COLD AIR PURIFYING SYSTEM** is a big sales exclusive you'll like. The air inside the refrigerator is conditioned by ultra-violet-rays from the Purifying Lamp. Then it's simultaneously chilled and circulated throughout . . . through the Jet-Cold Shelf . . . inside the Active-Cold Meat Chest . . . even the door shelves to help keep food fresher . . . longer!

**JET-COLD SHELF** quick-chills food and beverages faster than ever! Unique, cold-air ducts located between the solid top and bottom of shelf maintain a "sharp" cold that penetrates food and beverages three ways simultaneously. Another plus is that accidentally-spilled food can't drip through the shelf on the food stored below.

**AND THERE'S MORE TO TELL AND SELL . . .** new Active-Cold Meat Chest . . . new toe-touch door opener . . . new jumbo twin crispers . . . new sleek, architectural styling . . . new color-keyed interiors . . . new flexible storage features . . . automatic defrosting . . . new, more efficient insulation material that brings performance up and service calls down!

### **FOR EACH PROSPECT'S NEED!**



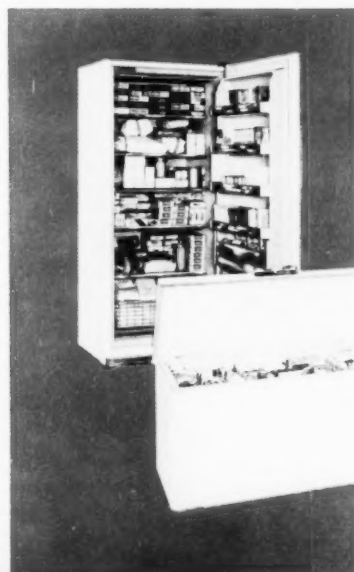
**FC-12T** — 12 cu. ft. refrigerator-freezer with 107-lb. frozen food storage capacity.



**FC-12**—12 cu. ft. refrigerator with 77-lb. frozen food storage capacity.



**FC-9** — 9 cu. ft. refrigerator with 60-lb. frozen food storage capacity.

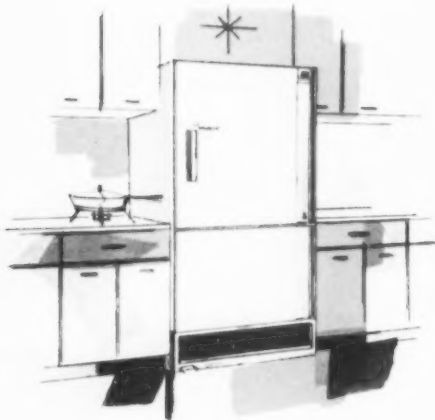


### **NEW FREEZERS**

Six new models to give you the selling edge in every market. New, wanted convenience features . . . new sleek styling . . . new dependable performance, and powerfully merchandised to boost your profit and volume. Chest models available in 15, 17 and 21 cu. ft. sizes; uprights in 12, 17 and 20 cu. ft. models.

THERE'S MORE TO TELL, MORE TO SELL IN THE

**Sell the new, built-in look**  
minus installation worries.  
This RCA WHIRLPOOL unit fits  
flush all around and is only  
36" wide.



**M-17B** — 17.24 cu. ft. No-Frost refrigerator-freezer with huge 212-lb. freezer, and super-size 11.17 cu. ft. refrigerator section.



## NO FROST ever forms in



### Flush-to-wall installation

All models fit flush . . . look built-in. There are no coils on the back . . . they need no vents or air space. You get the advantage of selling a free-standing unit with "built-in" beauty!



### Instant ice cube ejector

It automatically showers ice cubes into a handy server bin with just a light press on the tray handle. Big-capacity bin holds up to 296 cubes . . . over 16 pounds ready to use.



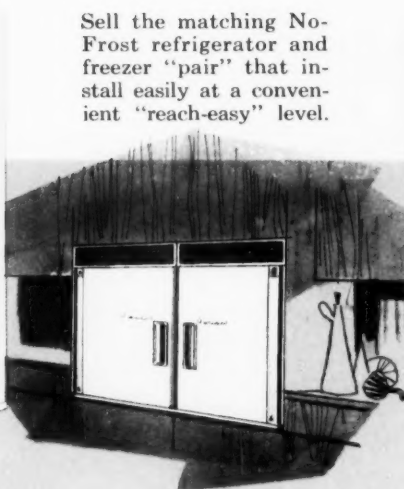
### New flush-hinge doors

All doors swing open within the width of the door, enabling the No-Frost refrigerators and freezers to be placed anywhere . . . flush to a wall, even an outside wall or kitchen cabinets.

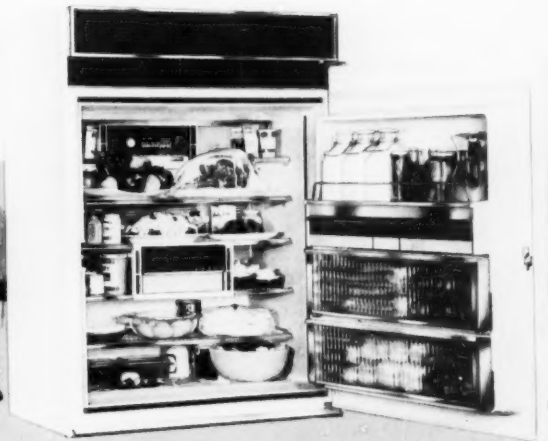
# THE NEW Whirlpool NO-FROST REFRIGERATOR-FREEZERS



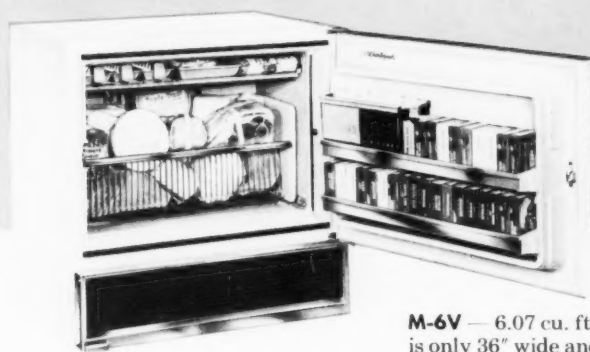
**M-11V**—10.82 cu. ft. No-Frost all-freezer gives your prospects the big capacity and convenience they want.



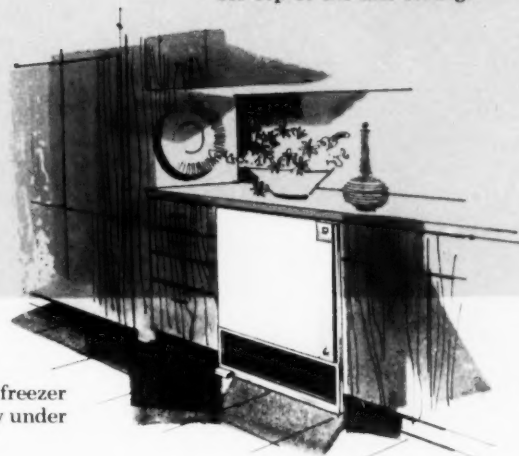
Sell the matching No-Frost refrigerator and freezer "pair" that install easily at a convenient "reach-easy" level.



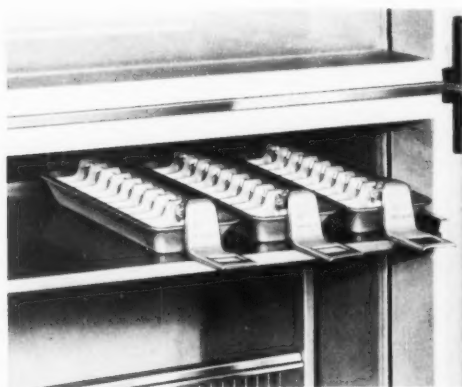
**M-11R** — 11.17 cu. ft. No-Frost all-refrigerator gives you unexcelled quality for top-of-the-line selling.



**M-6V** — 6.07 cu. ft. No-Frost freezer is only 36" wide and fits neatly under standard kitchen counter.

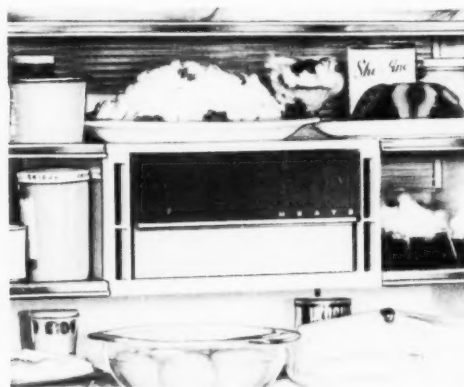


## refrigerator or freezer!



### Glide-out ice tray shelf

Here's another convenience that sells! Desserts and ice cube trays slide out on Nylon glides, making trays easy to remove. Big, roll-out freezer basket holds up to 74 pounds.



### Low temperature meat chest

Located in a special cold zone between two cold-air ducts, this chest maintains the proper temperature to keep meats fresher... tastier. Glides out smoothly... holds over 12 pounds.

### New refrigeration system ends defrosting

Tell her what she wants to hear... "No defrosting again, ever"! And no more tugging and prying of frost-incrusted food and ice trays, because there are no frost-collecting coils anywhere in the food storage areas. Then top off this big "plus" with the many other advanced food-keeping conveniences... the built-in beauty... and the wide selection of units to fit and enhance any kitchen plan. Call your RCA WHIRLPOOL distributor today about the biggest sales opportunity in refrigeration ever... you'll have more to tell, more to sell!



THERE'S MORE TO TELL, MORE TO SELL IN THE

**RCA Whirlpool**



**Larger capacity than  
any other portable**

and larger than many built-ins. This new portable has a capacity of 12 NEMA place settings plus 40 additional pieces of silverware.



**Two brand new portable models**

give volume sales to every market . . . the 2-cycle, Supreme model FP-50 for big-profit, top-market selling, the budget-priced Deluxe model FP-20 for traffic-pulling price selling.

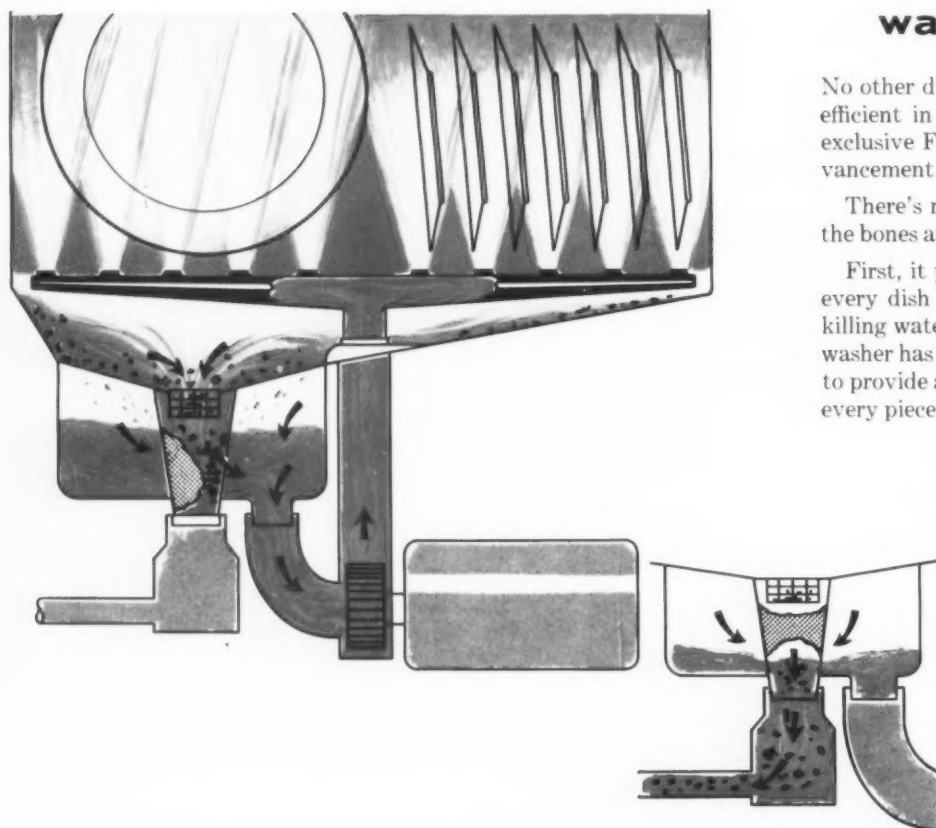
# exclusive, self-cleaning

## washes cleaner...ends tedious

No other dishwasher is so simple to use . . . so work free . . . so efficient in washing dishes "crystal clean"! The reason is the exclusive Filter-Stream washing system . . . today's newest advancement in easier, better dishwashing.

There's no more scraping or pre-rinsing! You merely remove the bones and surplus food and the RCA WHIRLPOOL does the rest.

First, it pre-rinses dishes. Then, Filter-Stream action washes every dish with cleansing streams of constantly-heated, germ-killing water. A large, revolving spray arm in the bottom of the washer has exclusive non-clogging nozzles scientifically arranged to provide a powerful, scrubbing water action. As the arm spins, every piece of dinnerware is thoroughly cleansed. Even the most



### Exclusive self-cleaning filter

After food particles are removed from dishes, they are trapped in the built-in filter. Then, after each wash and rinse cycle, the water is drained through the filter, flushing food particles down the drain (illustration at left). There's never any mess of cleaning with this self-cleaning filter.

# REVOLUTIONARY, NEW 2-CYCLE DISHWASHERS



**"Sanitary-clean"**  
dishwashing  
of all dinnerware . . .  
even crystal comes  
out sparkling and  
spotless with 2-cycle  
washing and Filter-  
Stream action.

**Exclusive  
"Random-Loading"**  
permits loading and inter-  
mixing of dishes in the most  
effective manner for maxi-  
mum capacity.



## Filter-Stream dishwashing

### scrapping and pre-rinsing!

stubborn food particles are removed, and stay off, for both wash and rinse water are constantly filtered to prevent re-deposit.

This thorough washing is followed by a rinse, then a *second* complete, hot-water Filter-Stream wash, then two fresh hot-water rinses to assure spotless drying. Dishes are dried with heated air. At the beginning of both wash cycles, detergent is automatically injected into the wash water.

Truly, this is the most efficient dishwashing known.

### Exclusive 2 dishwashing cycles

The RCA WHIRLPOOL is the only portable dishwasher that has 2 separate, completely automatic cycles . . . plus fabulous Ready Rinse and plate warming features! For heavily soiled dishes, the NORMAL cycle will pre-rinse, wash, rinse, wash again, rinse twice and dry. The short cycle, for lightly soiled dishes, will pre-rinse, wash, rinse twice and dry. In either cycle, dishes can be added at any time without loss of water or detergent.

**More "extras"** . . . Roll 'N Load<sup>†</sup> top rack • built-in water heater • giant silverware baskets • two automatic detergent dispensers • one-set control.



### All-new undercounter dishwashers (Imperial model FU-70)

Here is the undercounter dish-washer that will close sales fast. Besides exclusive Filter-Stream action, two washing cycles, self-cleaning filter and Random-Loading, it has new Dial-A-Cycle<sup>†</sup> control and Select-A-Door<sup>†</sup> changeable front panels . . . plus giant 14-place setting capacity. (Custom model FU-60 available with top features at a budget price!)

### RCA WHIRLPOOL disposers (Imperial model EID-331; Custom ECD-330)

RCA WHIRLPOOL food waste disposers are designed to get rid of all food wastes in seconds . . . including egg shells, corn cobs, fruit pits, bones, etc. You can offer either continuous-feed or batch-feed type. Imperial model has reversing switch.



THERE'S MORE TO TELL, MORE TO SELL IN

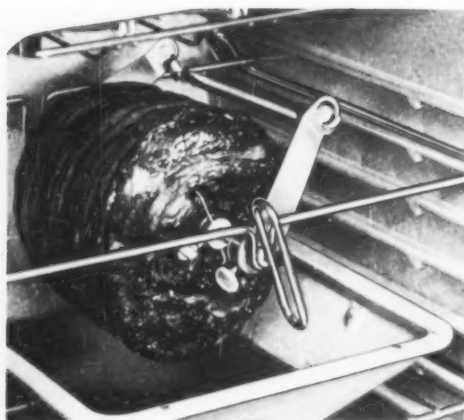


## sell her a "free-standing"

Never have you had so many convincing, wanted cooking features to close more electric range sales. For example, with a new RCA WHIRLPOOL you can tell her about the time-saving Food Guide . . . the new Roto-Baste† . . . the automatic Ka-Bob† rotisserie . . . the built-in Bar-B-Kewer® . . . the easy-to-set Guide-Lite† control with infinite heats on all top units . . . the new clean-line modern architectural styling and many other sales advantages. Here's the line to boost your "net" in '59. New RCA WHIRLPOOL ranges are available in 30" and 40" models . . . and priced for every budget! Gas models also available in 30", 36" and 40" models.

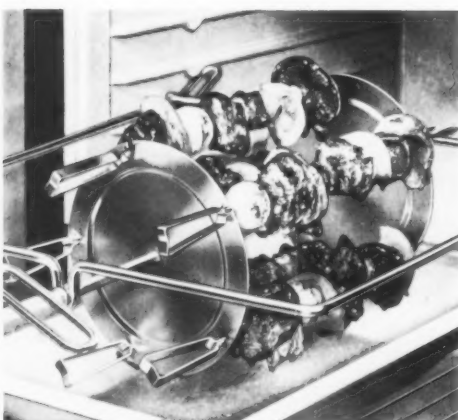
†Tmks.

# more wanted features that



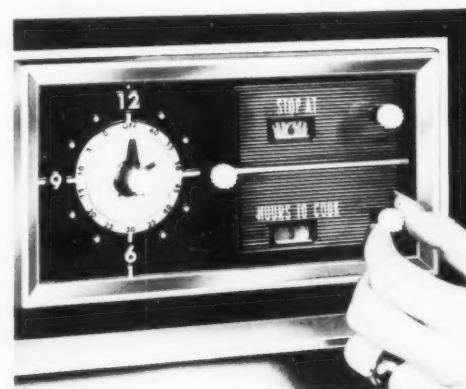
### Exclusive, automatic Roto-Baste

Eliminates reaching into a hot oven to dip up gravy . . . no more dried-out roasts . . . because all during cooking, the Roto-Baste automatically revolves to dip up juices and spread them evenly over meat. And the built-in Bar-B-Kewer gives meat a delicious "outdoor" flavor.



### Automatic, Ka-Bob rotisserie

This exclusive feature enables your prospects to enjoy chef-like meals at home. Attached to the rotisserie, five spits revolve individually to cook the most delicious shish-kabobs you or your prospects ever tasted. A real "plus" feature . . . it makes sales closing easier!



### Automatic "2-Set" clock

Enables you to sell the automatic, time-saving convenience your prospects want! Here's the easiest-to-set timer control ever . . . starts and stops cooking any time you wish . . . just set time to stop . . . then set cooking time . . . that's all you do . . . simple, easy to demonstrate.



# THE NEW Whirlpool RANGES



## ...or sell her a "built-in"

In '59 you can go after *and get* more "built-in" sales than ever with the all-new RCA WHIRLPOOL electric built-in ovens and top surface units. Why?...because they've got more automatic cooking features and the beautiful styling she wants... new Roto-Baste... automatic Ka-Bob rotisserie... built-in Bar-B-Kewer... infinite heats on all surface units... super-fast flash unit... thermostatic surface unit... easy-to-use "2-Set" clock... automatic Meat Probe and many others, plus the dependable quality your prospects associate with the RCA WHIRLPOOL brand name. Never before have you had *more to tell, more to sell.*

Electric built-in ovens available in 17" and 24" models.  
Gas built-in ovens available in 17" models.

## give you the selling edge!



### Infinite heats on all surface units

With a new RCA WHIRLPOOL you can tell your prospects all top surface units have infinite heats instead of just 5 or 7 heats. It gives them an unlimited variety of temperatures for much more accurate surface cooking. New thin Jetube units heat faster... cool faster!



### Any heat in less than 13 seconds

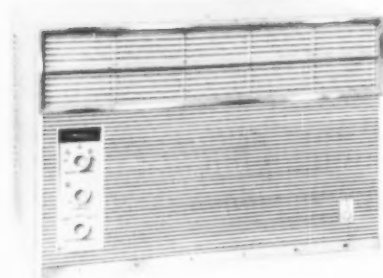
Your customers want speed-cooking... a new RCA WHIRLPOOL gives it to them. Imagine, you can dial and get the exact heat you desire on the flash unit in less than 13 seconds... including "red hot". Also, all top units swing up for quick, easy cleaning.



### Thermostatically-controlled top unit

Makes every pot, every pan an automatic cooker. Merely set the temperature at which you want the food to cook... and forget it. The desired temperature will be maintained automatically. Prevents burning, scorching and boil-overs. It's another "plus" your customers want!

**THERE'S MORE TO TELL, MORE TO SELL IN THE**



**Custom model**

Compact with 3 simple dial controls and 5 adjustable air direction grilles. Four beautiful models: 1 hp., 115-V., 7.5 Amps.; 1 hp., 230-V.; 1½ hp., 230-V.; and 2 hp., 230-V.

**Imperial model**

Today's most beautiful air conditioner features illuminated "Picture Panel" and selective humidity control. Three models: 1 hp., 230-V.; 2 hp., 230-V.; and 1 hp., 230-V. for through-the-wall installation.



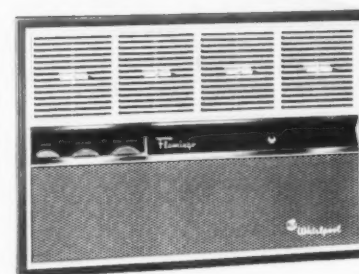
**Deluxe model**

Features include 2 fan speeds, 4 adjustable air direction grilles, easy-to-set controls and thin, low silhouette. Available in 1 hp., 115-V. and 1½ hp., 230-V.



**Flamingo model**

Available in 1 hp., 115-V., the Flamingo model features a new adjustable air volume control with 3 marked settings and also has 4 adjustable air direction grilles.

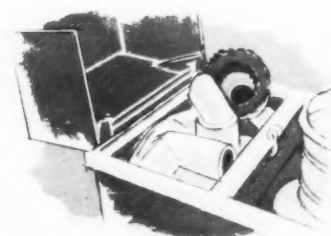


**RCA Whirlpool HOME CLEANING SYSTEM**  
the first canister-type cleaner



IMPERIAL  
MARK XII  
home cleaner

combines the BEST of  
BOTH...the suction power  
of a canister type with  
the brush power of an  
upright...in one system!



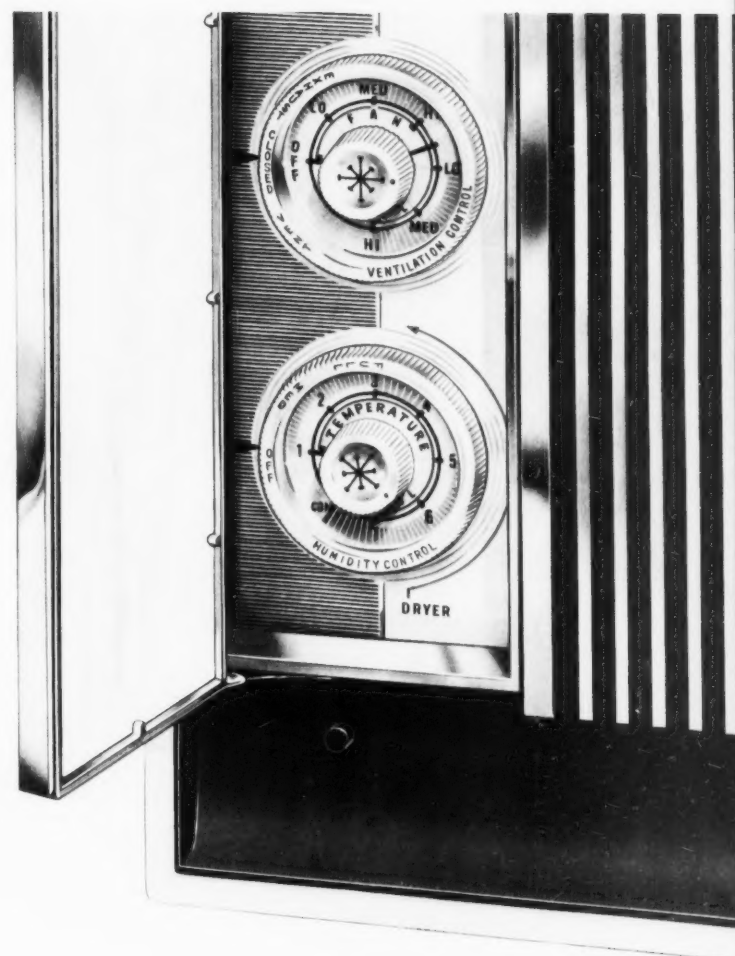
**Tool compartment is built-in**  
Attachments are stored  
under the cover... they are  
always handy.

# NEW Whirlpool AIR CONDITIONERS

## with selective humidity control

Behind the "picture panel" in the Imperial model are two simple-to-set dials which incorporate all controls for comfort conditioning. This includes a special, separate control for adjusting the humidity . . . a plus feature available only in an RCA WHIRLPOOL.

- **Thin and low design** . . . all RCA WHIRLPOOL air conditioners are compact, not just thin. They let light in, let you see out.
- **New lift-off grille** . . . simplifies removal of filter for cleaning or replacing. No tools are necessary.
- **Simple installation** . . . RCA WHIRLPOOL air conditioners are designed for fast, weather-tight installation in any window 27" to 40" wide . . . they may be flush-mounted if desired.
- **New Weather-Sealed cabinet** . . . prevents snow, sleet, rain . . . even a high wind . . . from entering the room. And, an RCA WHIRLPOOL may be used for year 'round ventilation because there's no need to cover or remove it during winter months.



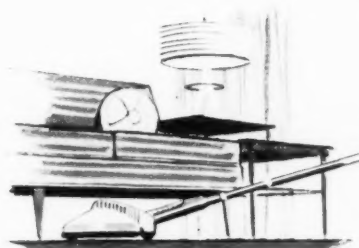
## GIVES YOU MORE TO TELL, MORE TO SELL with electric motor-driven brush!

Never before has so much sales appeal been built into a home cleaning system for both floor and above-floor cleaning. Now . . . one compact, lightweight cleaner has everything your prospects want . . . the suction power of a canister; the electric motor-driven brush power of an upright; space-saving design with low silhouette; light in weight for easy carrying; big, smooth-rolling casters; giant-size disposable paper bag; built-in tool compartment; complete set of cleaning attachments; beautiful, years-ahead styling; and so sturdily constructed that it will give many years of efficient performance.



### Operates in upright position

Makes cleaning of stairs and other hard-to-reach areas simple and easy.



### Goes where uprights can't

Only 4" high, this electric motor-powered nozzle easily glides under low furniture.



### BAMBI model home cleaner

The compact Bambi model has the popular new, low-silhouette design; full 1-hp. suction for super cleaning; extra-capacity disposable dust bag; full complement of attachments including lightweight flexible hose, positive-locking aluminum wands, rug and floor nozzle with floating brush, upholstery nozzle, dusting brush and crevice tool. Rolls freely on large, non-marring casters. No other budget-priced cleaner gives you so much traffic-building, sales-promotional power.



THERE'S MORE TO TELL, MORE TO SELL IN THE NEW

# **Whirlpool** WASHER-DRYER COMBINATION

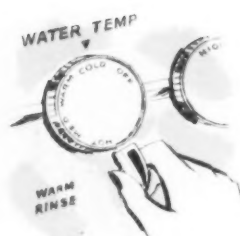


...the world's best seller, now even better!



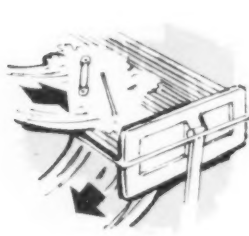
#### Amazing water savings

It saves up to 15,600 gallons of water a year over other makes. And, with less water usage, you have a strong soap- and detergent-saving story to tell, too.



#### Cold water wash and rinse

4-wash temps include one for COLD... and there's a separate COLD or WARM rinse selector, too. This means an even stronger fabric-care story for you, now.



#### Lint-free washing

An efficient, built-in filter removes objectionable lint, fuzz and other foreign matter from the constantly circulating wash and rinse water.



#### "Wrinkle-free" drying

An automatic, 10-minute cooling-fluffing removes hard-to-iron wrinkles... some regular clothes need no ironing at all... Wash 'n Wear fabrics come out "wrinkle-free"!



#### Filter-Stream<sup>†</sup> action

It's exclusive... this new, revolutionary washing and rinsing system showers clothes cleaner with a powerful stream of water. No other washer has anything like it!

<sup>†</sup>Tmk.

**PLUS . . . Space-saving 33" width • 5-temp drying selector • 10-lb. capacity • Built-in water heater • Bleach and bluing dispenser • Decorator colors • And many more.**

**Get the full story today from your RCA WHIRLPOOL distributor**

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks Ryt and RCA authorized by trademark owner Radio Corporation of America

# MORT FARR SAYS: The Dealer Needs More Education

AS we look back on the industry in which we are engaged, we have some wonderful statistics to prove that ours is a great business.

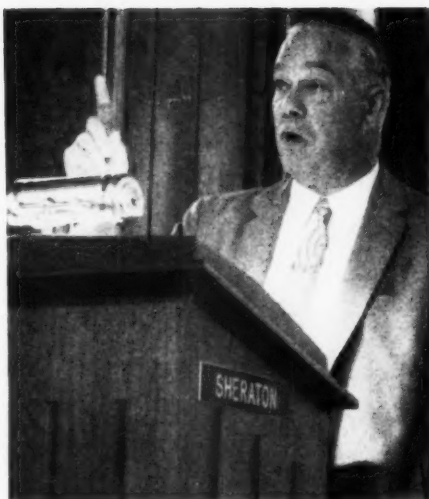
Nevertheless, things are not nearly so rosy as a first glance at the statistics would indicate. To begin with, it comes as somewhat of a shock to realize that we actually sold fewer kitchen-laundry appliances in 1958 than we did in 1948. The first really big year for TV nationally was 1950, but 1958 goes down in the record as the first year when we sold fewer sets in one year than we did then. To make matters worse, we find that in spite of increases in the prices of practically everything else people buy, our products are selling for less.

The real sad news, however, comes from the profit picture. Many manufacturers and dealers have left the business either because of depleted funds or discouragement over future prospects. Profits have dropped from 6.8 in 1947 to 1.2 in 1956, with a slight increase in 1957. No figures are yet available for 1958, but with the evident drop in unit sales of both appliances and TV and with increasing costs of doing business, chances are the trend was downward and that the high rate of failures continued. Surely, no other industry was ever so kind to so many people and so cruel to itself.

**THE FUTURE LOOKS GOOD.** We have seen predictions of our great future. They tell us the recession is over, that 1959 looks good, and that the golden era of the 1960's is just ahead of us.

But we can't sit back and expect a population bulge and increased prosperity to rescue us from our incompetence. We are going to have to learn how to be better businessmen and how to manage to operate at a profit. The entire industry, working together, has to learn that the manner in which we are operating has been a failure. We have only been interested in buying business from each other. Our only appeal has been price, and the only people we have been selling have been those who had already made up their minds to buy.

We are not getting our rightful share of the consumer's dollar. In fact the average family is spending only about \$84. per year average, on major appliances and spends much more than that on both tobacco and liquor. The automobile industry and the travel and recreation business will each take six times as much from the pockets of a consumer. In order for us to really cash in on the increase



Mort Farr, Upper Darby, Pa., dealer

in population and the growth in spending power we should set our sights on receiving an average of \$200 per year from each family unit over the next ten years.

**COOPERATION IS IMPORTANT.** In order to accomplish this, every segment of the industry is going to have to cooperate and not compete with each other.

So far there has been but one common meeting ground for all segments of our industry to get together on across franchise lines. The initiative for this came from the dealers. It started a little over 10 years ago in Chicago when a group of dealers got together and formed the National Association of TV and Appliance Dealers. For many years their conventions were the one time when all of the different elements of our business could get together and exchange ideas. About five years ago, one of NARDA's leaders, Harry Price of Norfolk, Va., decided that more than a convention was necessary to get together and learn and that there were people in academic places who could help guide us in our thinking and planning. Out of this came the NARDA School of Management which has been held each year at the American University, School of Business Administration, in Washington, D. C. during the summer. This is the one place where we have been able to nurture an inter-industry relationship. It is here that we have learned from ourselves and our professors that all levels of the industry are vital to its future growth. It was at this school that we learned that the campus atmosphere is peculiarly suited to the

constructive and friendly interchange of ideas and philosophy between all levels of the industry. It was at this school that many dealers had the opportunity to look at their own operation away from it and compare their skills and ideas with other dealers.

The Fifth Annual School of NARDA Management will be held again at the American University in Washington. This year the dates will be August 9th until the 15th; just after the air conditioning season and before the fall selling season begins. The primary objective is to arrange a situation where an appliance dealer can learn how and can receive the stimulation to become a better businessman. School starts on Monday morning and graduation will be on Saturday afternoon at which time I guarantee you will not only have learned a lot, but will have made a lot of new friends. Regular sessions end at 6 P.M., but the organized bull sessions in the air conditioned auditorium each evening where everyone participates is worth the price of enrollment in time and money. Here you can really learn how good merchandisers do it profitably. Then when this breaks up around 10:30 P.M. you retire to your dormitory on the campus, to sit around in small groups with common problems and learn some more.

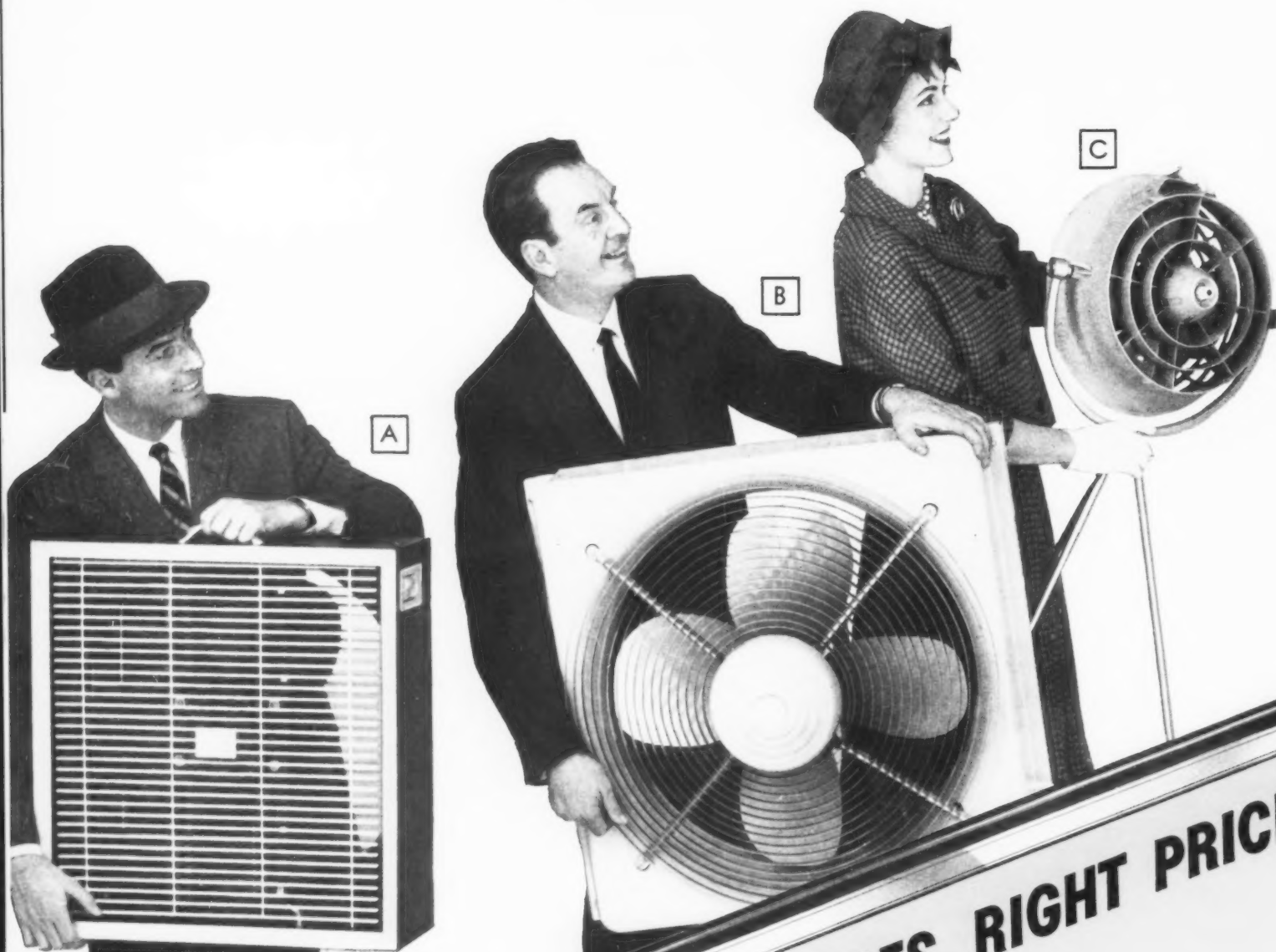
We have accommodations for only 200 students. These will include former students taking an advanced course, and dealers and other members of the industry taking the first year course. Only top executives of manufacturers or distributors are eligible and in order that we have maximum dealer participation, not over 50 from outside dealer ranks will be accepted for both courses.

Service, of course, is an all important subject. Under the direction of Frank Pieratt of Lexington, Ky., NARDA last year initiated a school of Service Management. It was held at Northwestern University, Downtown Campus in Chicago. It was attended by about 80 owners and service managers of dealers and was so successful that it is being repeated at the same school this year. It will be held on March 24th, 25th and 26th and promises a curriculum that should tax its facilities. This course will be put on by industry people and by faculty of the University.

Any dealer or top executive of a factory wishing to participate in either of these schools may receive more information by writing me at Upper Darby, or to NARDA office in the Merchandise Mart, Chicago.

End

# Profits going UP for R&M-Hunter Dealers



**RIGHT STYLES, RIGHT PRICES,**



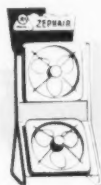
- A** NEW DELUXE ALL-PURPOSE FAN
- B** DELUXE WINDOW FAN
- C** PEDESTAL HIGH VELOCITY FAN
- D** ZEPHAIR WINDOW FAN
- E** STANDARD ALL-PURPOSE FAN
- F** HASOCK FAN
- G** OSCILLATING FAN





# RIGHT PROMOTIONS FOR VOLUME SALES

DEALERS GET A  
**Great Deal**  
ON LOCAL PROMOTION HELPS



Displays and  
point-of-sale  
material



TV and radio  
spots for  
dealer use



Colorful  
literature, catalogs,  
envelope enclosures



Local  
advertising  
keyed to weather



Liberal  
promotional  
plan



POST advertising  
for 38th  
straight year

Phone your R&M-Hunter Distributor, or write  
**HUNTER DIVISION-ROBBINS & MYERS, INC., MEMPHIS, TENNESSEE**

A Frigidaire dealer talks about his franchise...



John Lucas (right) is a typical Frigidaire dealer. He and his partner, Don Wood (left), operate East Broad Appliance Co., Inc., Columbus, Ohio. They've been selling Frigidaire products for nearly 10 years. They don't mince words, whether they're talking about Frigidaire products or their new four-place airplanes. As John puts it:

## "I can't be squeezed by a price cut"

*"I never have to worry. If prices of current Frigidaire models in my stock are reduced, I get paid. Or, if there's an increase, I get written notice before it happens—and I can cancel my order any time within 10 days.*

*And this isn't just talk. My franchise guarantees both points...in writing."*

This price protection costs money. But we think it's a good investment. You can't build a solid business on empty promises or tricks with fine print. We want Frigidaire dealers in good shape. Because when they are . . . so are we.

 **FRIGIDAIRE**

DIVISION OF GENERAL MOTORS CORP., DAYTON, OHIO

Nation's best known salesmen to sell harder than ever this year for **LAWN-BOY** dealers!

# Big 4-Color National Advertising...



## Plus the greatest dealer promotions yet!

- **Co-operative Advertising** . . . puts your name in local newspaper, radio & TV schedules at a fraction of the cost to you alone. See your LAWN-BOY distributor for details.
- **Dealer Promotion Kit** . . . with 4-color counter displays, handsome brochures, bold window banners, envelope stuffers plus order form for FREE newspaper mats and TV or radio scripts.
- **Big, colorful window streamers** . . . mailed to you regularly to keep your LAWN-BOY display fresh, exciting and new!
- **"Yellow Pages" Listing** . . . your name under LAWN-BOY's free trade-mark heading. Tells local prospects where to buy.
- **Western Union Operator 25** . . . directs local inquiries to you when the prospect is hot!

## Have you got all the facts?

### New! F. A. R. M. Program to move used mowers for you!

New Factory Authorized Reconditioned Mower Program is the first complete factory sponsored used mower sales plan. It's designed to swell your profits on trade-ins through LAWN-BOY's national service dealer organization.

MORE DEALERS MAKE MORE MONEY WITH  
**LAWN-BOY**  
THE TOP PROFIT LINE IN THE INDUSTRY

Lamar, Missouri, Division of Outboard Marine Corporation.  
Makers of **Johnson** and **Evinrude** Outboard Motors.  
In Canada: LAWN-BOY, Peterborough, Ontario.

Big, bold 4-color pages—plus a high-impact two-page spread—will be selling your prospects on the LAWN-BOY line. And, now, to help you make the most of this tremendous national program, LAWN-BOY has prepared colorful banners, brochures, free mats and scripts, plus everything else you need to make this the biggest LAWN-BOY year yet in your area. Get the facts, order your stock and make local promotion plans now. See your nearest LAWN-BOY distributor for full details or send coupon today.

Anyway you look at it—a LAWN-BOY sale means more profit dollars for you—from less floor space—with less work. Get all the facts now . . . and go!

LAWN-BOY, Dept. EM-2, Lamar, Missouri

CHECK ONE

- ☐ Send all the facts on the bigger-than-ever 1959 LAWN-BOY national promotion.
- ☐ Send name of nearest franchised LAWN-BOY distributor.

Name

Address

City  Zone  State



# GENERAL ELECTRIC-TELECHRON

# COLOSSAL

These are the discontinued models you may exchange

Model Number	Manufacturer's last suggested retail price	Quantity	Model Number	Manufacturer's last suggested retail price	Quantity	Model Number	Manufacturer's last suggested retail price	Quantity	Model Number	Manufacturer's last suggested retail price	Quantity	Model Number	Manufacturer's last suggested retail price	Quantity
8H72	\$ 7.95	_____	7H214	\$ 9.79	_____	7H179	\$11.95	_____	6B20	\$32.00	_____	3H07	\$ 7.95	_____
8H70	8.95	_____	7H213	9.98	_____	7H174L	5.95	_____	6B18	37.00	_____	3H06	16.95	_____
8H66	5.95	_____	7H212	8.95	_____	7H173LP	7.95	_____	6B17	37.00	_____	2H109	7.98	_____
8H64	7.95	_____	7H210L	7.50	_____	7H170K	7.95	_____	6B15	32.00	_____	2H108	5.44	_____
8H63	5.95	_____	7H209L	8.98	_____	7H166	17.95	_____	4H173	29.95	_____	2H107C	8.98	_____
8H61	8.95	_____	7H209	7.98	_____	7H165	12.95	_____	4H99	19.95	_____	2H107	5.88	_____
8H60	8.95	_____	7H208L	5.95	_____	7H163L	9.95	_____	4H55	14.00	_____	2H105	5.88	_____
8H58	17.50	_____	7H207L	6.50	_____	7H162L	8.95	_____	430	65.00	_____	2H101	9.88	_____
8H57	8.95	_____	7H204	11.95	_____	7H162	7.95	_____	428	60.00	_____	2H100	3.98	_____
8H55	17.50	_____	7H203	4.99	_____	7H161L	5.95	_____	426	46.95	_____	2H62K	10.95	_____
8H29	9.98	_____	7H202	5.95	_____	7H160L	5.95	_____	424	50.00	_____	2H61	24.95	_____
8H28	6.98	_____	7H201	7.95	_____	7H159L	7.95	_____	422	46.95	_____	2H55	7.44	_____
8B23	37.00	_____	7H200	5.95	_____	7H157	8.95	_____	420	48.00	_____	2H49	3.98	_____
8B22	42.00	_____	7H200L	6.95	_____	7H155	5.95	_____	418	48.00	_____	2H48	3.98	_____
7H244L	8.98	_____	7H199	5.95	_____	7H153	5.75	_____	416	60.00	_____	2H47	4.99	_____
7H242	6.88	_____	7H198K	5.95	_____	7H149K	7.95	_____	414	72.00	_____	2H46	4.29	_____
7H239L	9.88	_____	7H197K	6.98	_____	7H147	7.95	_____	410	38.75	_____	2H43	5.29	_____
7H236	12.95	_____	7H196L	6.50	_____	7H141CP	29.95	_____	404	27.20	_____	2H42	4.79	_____
7H235L	12.95	_____	7H196	5.95	_____	7H141M	14.95	_____	3H184	14.79	_____	2H40	6.95	_____
7H235	11.95	_____	7HA195	12.95	_____	7H140	9.95	_____	3H182	10.95	_____	2H39	3.98	_____
7H233L	8.98	_____	7H195	12.95	_____	7H139	4.99	_____	3H180	11.95	_____	2H34	4.99	_____
7H233	7.98	_____	7HA194L	8.50	_____	7H135L	5.59	_____	3H178	9.95	_____	2H33	8.95	_____
7H232L	4.79	_____	7H194L	6.95	_____	7H135LP	6.50	_____	3H176	9.95	_____	2H32	5.41	_____
7H230	19.95	_____	7H192	4.29	_____	7H133	9.95	_____	3H172	19.50	_____	2H30	5.75	_____
7H229	12.44	_____	7H189	7.50	_____	7H118L	6.95	_____	3H168	7.95	_____	2H29	7.95	_____
7H228L	8.98	_____	7H188	19.95	_____	7H101L	7.50	_____	3H163	23.00	_____	2H27	5.95	_____
7H228	7.98	_____	7H187	9.95	_____	7H91L	6.95	_____	3H161	25.00	_____	2H25	5.75	_____
7H226	3.98	_____	7H185L	5.49	_____	7H57	21.00	_____	3H159	21.00	_____	2H24	6.95	_____
7H224L	5.79	_____	7H184	8.75	_____	7H09L	8.95	_____	3H157	7.95	_____	2H20	5.75	_____
7H222L	5.49	_____	7H183	5.95	_____	7H07L	6.95	_____	3H151	12.00	_____	2H17	7.95	_____
7H218	6.95	_____	7H182	6.20	_____	7H06L	7.95	_____	3H99	7.95	_____	2H15S	5.95	_____
7H217	3.98	_____	7H181	8.95	_____	7H04	6.95	_____	3H98	6.29	_____	2H02	5.49	_____
												2F02	6.95	_____

Make up your order from these current models

Model Number	Manufacturer's suggested retail price	Name	Quantity	Model Number	Manufacturer's suggested retail price	Name	Quantity	Model Number	Manufacturer's suggested retail price	Name	Quantity
7H223	\$ 4.98	ROOM-MATE	_____	7H237L	\$ 14.95	GRAPH	_____	2H113	\$ 8.98	TRIM	_____
7H220L	4.99	STARTER	_____	7H255	15.95	ALLURE	_____	2H112	8.98	SIMPLICITY	_____
7H223L	5.98	ROOM-MATE	_____	7H258	16.95	SYNCOPTION	_____	2H64	9.98	HORIZON	_____
7H248L	5.98	TEMPO	_____	7H255L	17.95	ALLURE	_____	2H59	11.95	WAL WOOD	_____
7H253	5.98	LITTLE SNOOZ-ALARM	_____	7H249	17.95	GIFTWOOD	_____	2H59G	12.95	WALLWOOD	_____
7H215L	5.99	DECOR	_____	7H259L	19.95	LONGWOOD	_____	2H60	14.95	CONTRAST	_____
7H253L	6.98	LITTLE SNOOZ-ALARM	_____	7H257	29.95	DIMENSION	_____	8H30	16.95	CAPRICE	_____
7H245	6.98	RADIAL	_____	7H252	29.95	RENDITION	_____	2H60G	17.95	CONTRAST	_____
7H245L	7.98	RADIAL	_____	7H247	29.95	PROVINCIAL	_____	2H67	21.95	NAVIGATOR	_____
7H254L	8.98	TREND	_____	7H243	34.95	DISTINCTION	_____	8H31	24.95	SCHOOL-DAYS	_____
7H251L	8.98	SCOPE	_____	8S69	14.95	VIDEOCLOCK	_____	2H63	34.95	SHINING HOURS	_____
7H241L	8.98	SNOOZ-ALARM	_____	Electronic	195.00	ELECTRONIC CLOCK	_____	2S57	34.95	INHERITANCE	_____
7H256L	9.98	JOURNEYER	_____	2H110	4.98	CLARITY	_____	2H66	59.95	STARBURST	_____
7H246	9.98	WAKEWOOD	_____	2H104	5.98	KITCHEN-MATE	_____	1H1608	11.95	8" dial	_____
7H246L	10.95	WAKEWOOD	_____	2H104C	6.98	KITCHEN-MATE	_____	1H1608C	13.95	8" dial	_____
7H250L	10.95	ROYAL SNOOZ-ALARM	_____	2H106	6.98	KEYNOTE	_____	1H1612	13.95	12" dial	_____
7H216K	11.95	BRITE-DIAL	_____	2H111	6.98	FESTIVAL	_____	1H1612C	15.95	12" dial	_____
7H167	11.95	YACHTSMAN	_____	2H116	6.98	JOY	_____	1H1615	19.95	15" dial	_____

**CONTACT YOUR DISTRIBUTOR NOW.**

# CLOCK DISTRIBUTORS OFFER CLEAN SWEEP

ONCE-IN-A-LIFETIME EXCHANGE PLAN LETS YOU  
REPLACE DISCONTINUED MODELS WITH ALL NEW  
CLOCKS OF THE MOST COMPLETE, FASTEST SELL-  
ING LINE IN THE BUSINESS.

Contact your General Electric-Telechron clock distributor for full details on how to turn in old clocks for new ones. Your business will speed up when you stock only current models, currently promoted, currently advertised, currently in demand!

## HERE'S ALL YOU DO!

- 1 Deal only through your G-E Telechron clock distributor. Do not contact the factory direct.
- 2 You may return at any time prior to February 28, 1959, discontinued models that are unused, undamaged in their original cartons for replacement with current models of comparable total value, when you order additional clocks of comparable total value.

## EXAMPLE:

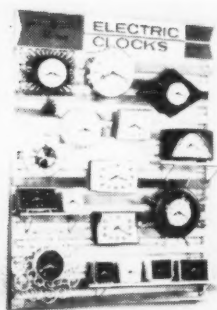
You return \$50 worth of discontinued models, order \$100 worth of current models, and pay for only \$50 worth of clocks.

The discontinued and current models covered by this plan are listed on the opposite page.

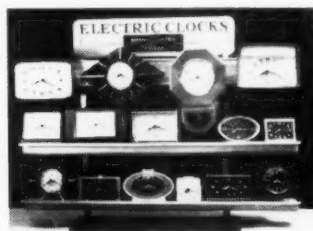
## The new G-E COLLEGE BOWL TV show will help you sell Snooz-Alarm® clocks

Hard-sell Snooz-Alarm clock commercials will be scheduled weekly on THE G-E COLLEGE BOWL, a new and exciting television show working for retailers. This half-hour program is telecast on Sundays at 5 p.m. Eastern and Pacific Coast Time (4 p.m. Central Time) on the CBS television network. Here's one more important reason for joining the General Electric-Telechron Clock "CLEAN SWEEP" program. Make the most of this—feature Snooz-Alarm clocks in your own advertising and displays.

This amazing program to help you sweep inventories clean is without precedent. The General Electric-Telechron clock inventory sweep makes it possible for you to stock only the newest, latest, fastest moving models to give you profitable sales for seasons to come. And, with the advertising support that will back up this program you can make 1959 the biggest year yet for your clock sales.



The "CLEAN SWEEP" program will freshen up your stock as never before. Why not freshen up your displays, too, to make the most of the most competitive selling position in the industry?



GENERAL  ELECTRIC  
*Telechron*

Clock and Timer Dept., General Electric Co., Ashland, Mass.  
Snooz-Alarm is a registered trademark of General Electric Company to identify its brand of repeat alarm clocks.

## OFFER EXPIRES FEBRUARY 28, 1959

# Presto® Slashes Stainless Steel Coffeemaker From \$24<sup>95</sup> to \$19<sup>95</sup>



## Presto®

**WORLD'S  
FIRST**

## Submersible Automatic Coffeemaker



### SPECIAL LIMITED OFFER

- Perfect Coffee Every Day Because Yesterday's Coffee is Washed Away
- Extra Wide "Heart of Gold" Coffee Basket is Easy to Fill, Easy to Clean
- No Cracks, No Grooves to Trap Bitter Coffee Oils That Spoil Flavor
- Presto Makes Perfect Coffee Automatically and Keeps it Serving Hot
- Open Spout Makes Coffeemaker as Easy to Clean as a Cup
- 2-9 Cup Capacity; Price Includes Cord, Coffee Measure, Recipe Book

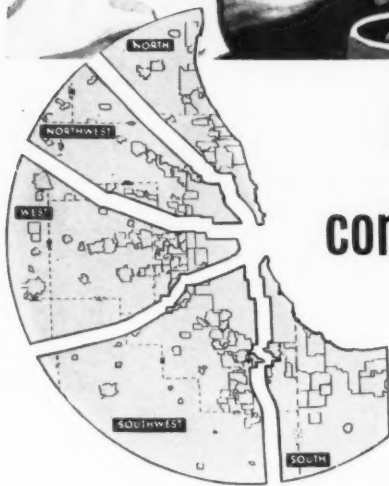
## Presto®

NATIONAL PRESTO INDUSTRIES, INC.  
Eau Claire, Wisconsin

©1959, N. P. I. I.







## When you want direct action from dealers, consider the Chicago Tribune Selective Area Plan

Selective Area selling can produce greater sales volume for you in Chicago—but only the Tribune has the tremendous sales power to make it work.

The Tribune reaches 898,000 families Sunday and 685,000 families daily in Metropolitan Chicago. That's hundreds of thousands more prospects than are reached by any other Chicago newspaper.

Scattered sales promotion seldom makes itself felt in the competitive Chicago market. That's why manufacturers and distributors rely on the power of Selective Area advertising.

This proved Tribune sales plan gives each dealer the strongest possible selling support. Yet it enables you to retain complete control of the advertising. Here's how it works.

Every Sunday, the Tribune's circulation

in the city and suburbs is split into the five zones shown on the map. Every Thursday, it is split into three zones.

With one ad in the Tribune, you can use a different list of dealers in each zone. And dealers are enthusiastic about Selective Area advertising. They've seen it work time and time again to produce more sales and traffic in their stores.

Why not put this plan to work for you?

***To be BIG in Chicago, be BIG in the Tribune!***

Chicago  
R. C. Tower  
1214 N. State Tower  
Superior 7-0100

New York City  
E. P. Struhsacker  
220 E. 42nd St.  
Murray Hill 2-3033

Detroit  
W. E. Bates  
1263 Penobscot Bldg.  
WOodward 2-8422

San Francisco  
Fitzpatrick Associates  
155 Montgomery St.  
GARfield 1-7946

Los Angeles  
Fitzpatrick Associates  
3450 Wilshire Blvd.  
DUnwick 5-3557

Only Hotpoint gives you Refrigerator-Freezers with both...

# *new* Swing-Out Shelves

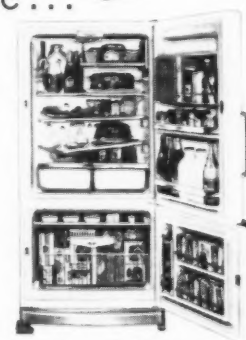


Model 9EW12,  
12.1 cu. ft. SWING-OUT Refrigerator-Freezer

Unlike any you've seen! Adjustable...  
removable...hold full capacity  
without sagging...no center or side poles

Swing more sales your way with Hotpoint's Swing-Out Shelves! A completely new design eliminates awkward center and side poles. Reinforced rod-type aluminum construction supports full capacity loads without sagging. Shelves swing foods in back out front at a touch...lock firmly in place when

swung back in. They adjust up or down without difficult adjusting mechanisms, and remove completely for easy cleaning. Available in either right or left hand door models—shelves swing the same way as the door. Point for point, it's the most convenient storage story yet. Push it and profit.



Model 9EN14  
14.2 cu. ft. SWING-OUT  
Refrigerator-Freezer

for the most competitive story ever sold

# new Reserve Coldpower



Keeps foods fresh  
up to twice as long  
...without fans!

Another big Hotpoint difference that means extra sales for you! Reserve Coldpower system acts instantly to restore cold lost through frequent door openings. The 987 sq. in. of cooling surface keeps foods fresh up to twice as long. No cold air blasts to dry out food—air circulates naturally to every corner of the refrigerator without fans.

## plus Frost-Away Automatic Defrosting

Other quality features of America's most salable refrigerator-freezer line

**Giant-Capacity Real Freezers**—give more usable space . . . insulated on all six sides for more even temperatures.

**Frost-Away Automatic Defrosting**—gets rid of frost as soon as it appears without pushbuttons, clocks or counters.

**New No-Spill Ice Trays**—water guards help prevent spills on the floor. Extra-long handles for easy cube removal.

**Butter Bin with Spread Control**—keeps a full pound at desired spreading consistency. Giant Cheese Keeper, Egg rack.

**Glide-Out Shelves**—bring foods out to you—protect against accidental food spills. Rod-type aluminum construction.

**Adjustable Shelves**—easily adjust up and down to meet your individual food storage needs. Remove completely for cleaning.

**Extra Stor-Ability**—deep tall bottle shelf in door . . .  $\frac{2}{3}$  bushel capacity porcelain vegetable crispers keeps fruits, vegetables fresh.

**Easy Clean-Ability**—everything comes out. No center poles, rails or other permanent fixtures to catch dirt.

**New Offset Hinges**—require only minimum clearance for wide door openings, full accessibility to all foods.

Hotpoint Dealers' profit opportunities are greater than ever before...

If you're not a Hotpoint Dealer—you should be!

# Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

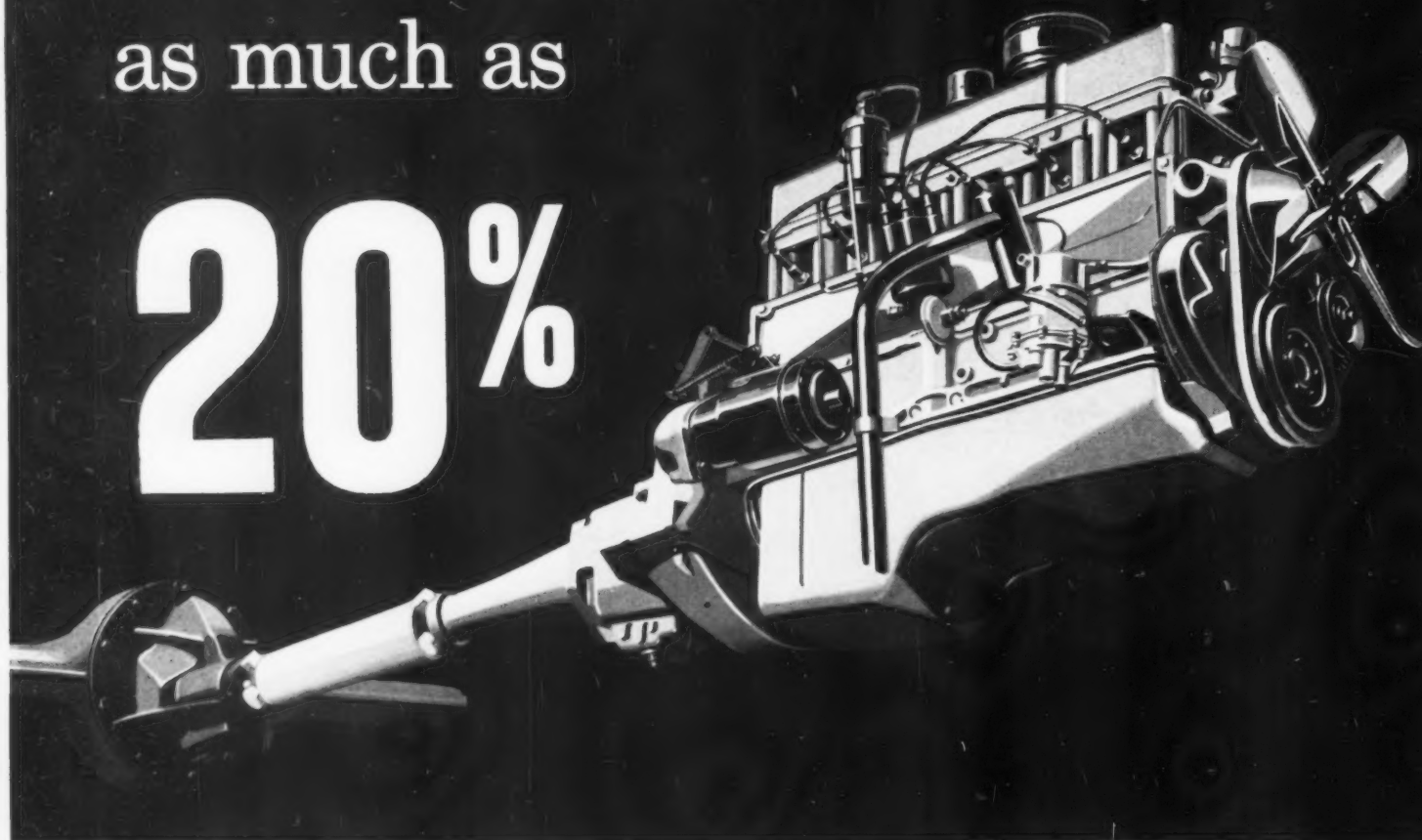
A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES · REFRIGERATORS · AUTOMATIC WASHERS · CLOTHES DRYERS · CUSTOMLINE  
DISHWASHERS · DISPOSALLS® · WATER HEATERS · FOOD FREEZERS · AIR CONDITIONERS



With new features and options,  
'59 Chevrolet truck 6 boosts  
fuel economy by  
as much as

20%



*A new camshaft design and a new maximum-economy option\* bring you this remarkable increase in gas savings with Chevy's Thriftmaster 6.†*

This newly improved engine for '59 offers fuel economy that can mean up to one dollar saved out of every five spent for gas! Its outstanding gas-saving ability stems from two new engineering refinements.

The first is an *economy-contoured camshaft* that's machined to provide a lower lift and reduced valve overlap. This feature offers up to

10% less fuel consumption in every '59 Chevy Series 30 or 40 model with standard Thriftmaster 6!

The second innovation is a new *maximum-economy option* that operates in combination with the economy-contoured camshaft in Series 31 and 32 models. Consisting of a new smaller venturi carburetor and new economy ratio rear axle, this option boosts fuel economy as much as an additional 10%! Thus Series 31 and 32 Chevis with the new Thriftmaster 6 can be equipped to reduce your operating costs by up to 20%!

This is the kind of low-cost truck power you've been looking for—so see your Chevy dealer soon for all the details! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

\*Optional at extra cost.

†And it uses regular gas, like all Chevy engines.

**CHEVROLET TASK-FORCE 59 TRUCKS**



MARCH 26th...REMINGTON LAUNCHES

# OPERATION BREAKTHROUGH

## For Electric Shaver Retail Sales



WITH THE FIRST AND ONLY ELECTRIC SHAVER THAT

# ADJUSTS TO ANY BEARD OR SKIN

NEW **ADJUSTABLE**

# REMINGTON® ROLL-A-MATIC

ELECTRIC SHAVER

SUGGESTED RETAIL PRICE \$29.95

- Sales unlimited now! Make every man and boy who shaves your customer.
- Remington's spending *millions* to make *billions* of advertising impressions for Roll-A-Matic Shavers. TV's #1 Program, GUNSMOKE, will be delivering 50 million viewers 52 weeks a year! Shock-power ads in the nation's top consumer magazines will add 120 million reader impressions!
- Local breakthrough power for you! New ad mats with strong retail pull! New powerful point-of-sale displays and promotional material! *All free!*

**CAMPAIGN BREAKS MARCH 26th**

*Make it your personal breakthrough. Get everything you'll need! Call your Remington distributor or representative before you turn this page.*

**Why should any man choose any other brand? This one adjusts to every shaving problem he has!**  
**Why should you stock and promote any other brand? This one sells every man and boy who shaves!**

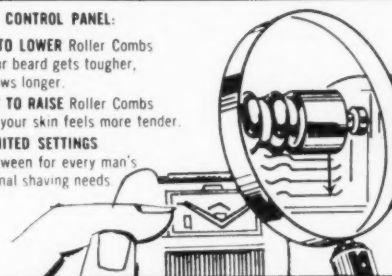
Product of **Remington Rand Electric Shaver**, Division of Sperry Rand Corporation, Bridgeport 2, Conn.

**MOVE CONTROL PANEL:**

**LEFT TO LOWER** Roller Combs as your beard gets tougher, or grows longer.

**RIGHT TO RAISE** Roller Combs when your skin feels more tender.

**UNLIMITED SETTINGS** in between for every man's personal shaving needs.



**BETWEEN THESE SETTINGS  
LIE THE SOLUTIONS TO  
EVERY SHAVING PROBLEM  
IN THE WORLD!**

*NOW... FROM WESTINGHOUSE—THE GREATEST ADVANCE IN LIGHT BULBS*

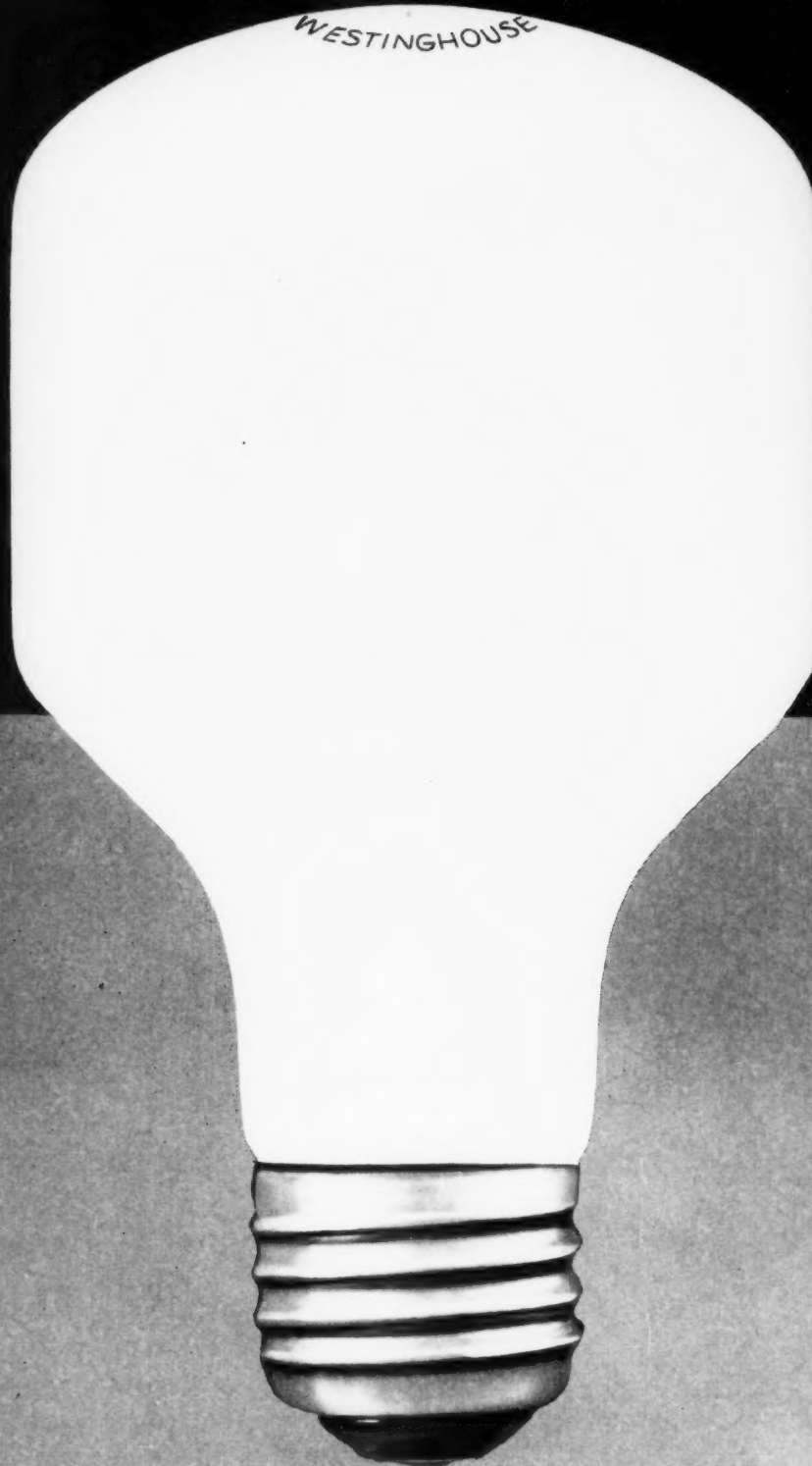
**86% applauded  
its New Shape!**

**78% preferred  
its superior light!**

**...and it pays up to 21.7% extra profit!**



**IN 34 YEARS!**



The New Shape Westinghouse Eye Saving White bulb is the most thoroughly tested light bulb in history! Housewives all over the country tried this great new bulb and the results were overwhelming! Millions of other housewives will see New Shape in almost every major magazine. They'll see it year-round on the "Westinghouse Desilu Playhouse"—one of TV's biggest network shows. And they'll be asking for it. So stock up now. Call your authorized Westinghouse lamp agent, or write—Westinghouse Lamp Division, Bloomfield, N. J.



**YOU CAN BE SURE...IF IT'S Westinghouse**

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV MONDAYS



*carries on into the future*

**... with the help of the Aetna Life Business Planning Department**

Stanley B. Cressey owns a modern appliance store. He built this business to a steady year-round volume and looks to the day his son can take it over. A representative of Aetna Life's Business Planning Department explained what can happen to such a business when its owner-manager dies. With him goes not only the value of his own experience but also the "good will" he has created — leaving more of a problem than a legacy to the heirs! So Stan's Aetna Life representative, attorney and accountant, worked out a plan to safeguard his family's interest. It will provide money to get them over the rough spots, to maintain profits and stabilize credit until Stan Jr., can take over. If you own or operate any kind of business, it will pay you to investigate the vital need for a business continuation plan — and no one is better equipped to serve your interests than the Business Planning Department of your local Aetna Life General Agency.

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**MORE**  
**TO MAKE MONEY**  
**IN AIR CONDITIONING...**  
**IN FANS...**  
**IN DEHUMIDIFIERS...**

...That's the idea behind this year's Special Report on fans, air conditioners and dehumidifiers. It begins with the timely analysis on this page of the problems facing the room air conditioning business. On page 64 you'll find an equally helpful discussion of the fan business. And throughout this Special Report you'll find specific stories on how individual dealers are meeting these marketing challenges. Each of these stories is identified with this distinctive green "To Make More Money" headline . . . and each is designed to help you do just that.

**WILL** BTU-ratings clear up the confusion over capacity? **WILL** heat pumps extend the selling season? **WILL** fewer manufacturers mean more stability?

**THIS YEAR**, the room air conditioner industry has high hopes that the answer to all three of these questions is **YES**—and it's equally hopeful that, as a result, the answer will also be **YES** to the biggest question of all . . .

# Will Air Conditioning Begin Setting Sales Records Again?

By JAMES J. CASSIDY

Text starts on next page



## Will Air Conditioning Begin Setting Sales Records Again?

**T**HE room air conditioner industry is sounding more and more like the leopard who really wants to use that spot remover—but hasn't quite figured out which bottle is the right one or how much he dares use.

The industry has been gathering complexes since the mid 50's when it began wooing the wondrous merchandising talents of the appliance dealer after 16 conservative years of building itself through the traditional air conditioning contractor or specialist. In 1953 the industry jumped to the million-plus mark after trudging slowly up to 380,000 units since the beginning of its statistical history in 1936. Through 1956 (1.8 million units sold) it tried manfully to break the two million mark and pass on to mass acceptance.

But somewhere along the way it found it lacked something—and in the confusion suddenly realized that it was woefully short in ability to beat the weather.

Those whims and the overpopulation of manufacturers—60 to 80 by 1956—combined to produce a two-level inventory carryover in 1958 of some 900,000 units; 57 percent of production. Then came the 1958 season and the ultimate attrition: exit three of the biggest—Vornado (O. A. Sutton, Wichita), Mitchell and Fresh'nd Aire, both divisions of Cory, Chicago. Going into 1959, industry population has slimmed down to about 22 makers and carryover has slimmed to a respectable manufacturer-distributor total of 600,000, which meant that in 1958, despite a second cold, wet summer in a row and a recession, the factories had sold 1,550,000 pieces, only 3 percent less than the 1,586,000 of 1957.

But has this slimming, this attrition, this apparent escape from the plagues of former days, set the industry on a firm foundation and pointed it to the magic two million unit breakthrough? No one dares say yes. Neither do the executives of the industry themselves dare claim that they have found that "something" they need to become a mass market item.

### Split Personality

When pressed, industry leaders admit that their blood is still mixed. There are still two camps: one believes that the room air conditioner is a packaged item which can be bought, hauled home in the back of a consumer station wagon, installed, plugged in and used without the benefit of constricting installation and service charges; the other resents the takeover of the mass merchandiser brands and continues to hold that the air conditioner is a critical purchase which must be midwifed by the air conditioning engineer, his calculations, precision installation and the

accompanying charges for such talent.

From the basic schism emerged the over-\$300 list for the  $\frac{3}{4}$  horsepower unit which was advertised at under \$200 and went to the user for under \$150. The result at retail is a dealer who whines because he only grossed a \$20 bill and a consumer who is wary that he won't even look in the direction of a dealer's store unless the temperature has broken 95 for four straight days—all before the Fourth of July.

### Six Weeks Is Not Enough

Therein, say industry leaders, lies one of the basic problems. An industry which can move its goods only six weeks—or three months—of a year can afford to spend advertising money only three months a year. It cannot afford to do the year round institutional sell that television and automobiles can do. Hence it misses twice: it gets itself into a tight pressure bind of price only and it misses the big job of selling the benefits of air conditioning.

Also it misses all the refinements of selling, sales training, dignified promotion, tried and true merchandising. The corollary evils sit squarely in the laps of the manufacturers who have bred them like the confirmations of a Derby entry.

### But What About '59?

What does all this mean to the retailer at the beginning of the 1959 season?

Several things. The manufacturer is trying to rise out of the delinquent environment of the recent past. And the effort will manifest itself at retail in a couple of important ways this year.

First, in the short range trend, the BTU will become a much bigger deal this year. Second, the long range trend, the heat and cool room unit will get out of diapers this season.

The BTU—British thermal unit—which emerged from the chaos in the market place two years ago, has at last gained the imprimatur of both the Air Conditioning and Refrigeration Institute and the room cooler section of NEMA.

### Compliance Via Name Plates

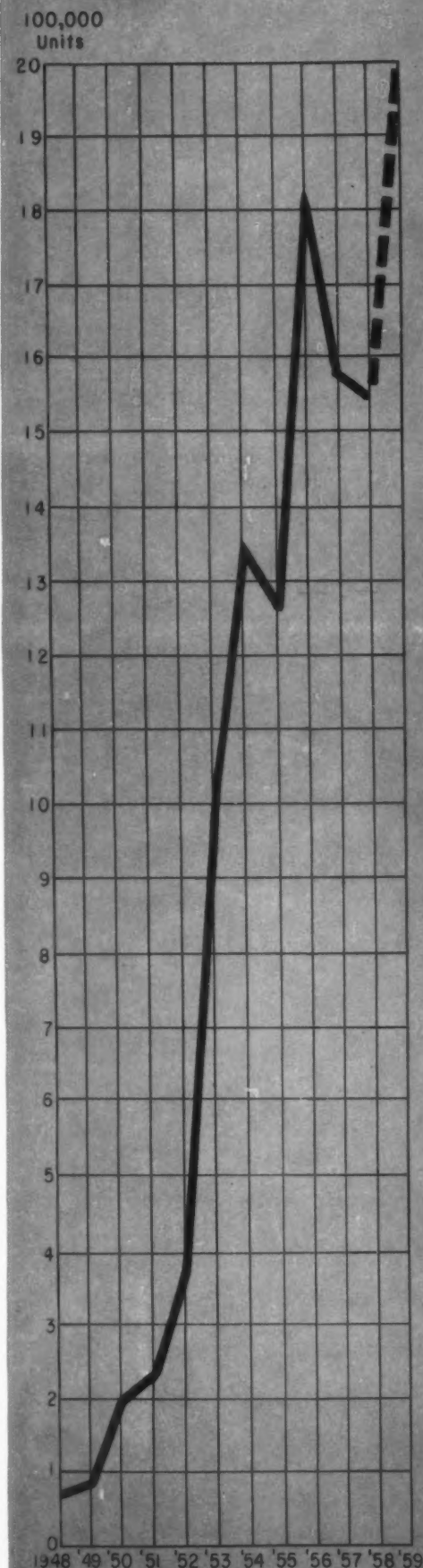
Most room cooler makers from both these camps will this year be complying with NEMA standards and will be certifying on the name plates attached to their units the capacity of those units in BTU's. Compliance is optional, however, and not all will follow. Name plate capacity does two things. It gives the factory and the consumer a basis for comparison—a common denominator. So say the factories.

What the factories really mean is that with name plate capacities they can now haul a competitor who flagrantly claims

*Continued on page 94*

In 1959, the room air conditioner industry is betting that BTU's and heat pumps will be responsible for . . .

## TURNING THE CURVE UP AGAIN





Bundled up against winter weather outside, a Nashville couple stops in the air conditioning department of the Harvey Co., to register for a free vacation trip to Jamaica. For explanation of

how they first learned about the free vacation, and for an idea of what happened to them after they had registered, see the pictures below, and read the story on page 106.

**MORE  
TO MAKE MONEY  
IN AIR CONDITIONING...**

## He Sold 135 Units in February

Below freezing temperatures didn't keep Jim Tyree of Harvey's in Nashville from staging a two week promotion which relied on the twin lures of free vacation trips and low price specials

Text starts on page 106



Salespeople in every one of the store's departments called customers' attention to Harvey's air conditioning promotion. For every referral which led to a sale, the clerk earned a chance at two trips to Paris.

Air conditioning salesman takes over after the couple registers for free Jamaica trip. Easy credit, a guarantee "until 1963", and a promotionally priced leader model were used to attract interest but most prospects were stepped up to more expensive units.

**NO DOWN PAYMENT! PAYMENT NOT DUE UNTIL MAY**

GUARANTEED UNTIL 1963



**In 1953**, Radio Center in New Orleans sold air conditioners

like this:

- surveyed each home
- engineered each installation
- delivered and installed all units
- gave a one-year labor guarantee
- offered a performance guarantee

By doing this the store sold 170 units at an average gross of 35 percent. . .  
**and lost money**

**In 1958**, Radio Center was selling air conditioners

like this:

- no free surveys, installations or service
- no free delivery
- no outside selling
- heavy advertising of price specials
- mass purchases and display of several brands

By doing this the store sold 3485 units, and, although gross profit per unit dropped. . .  
**the store made money**

**MORE**  
**TO MAKE MONEY**  
**IN AIR CONDITIONING...**

## He Sells Them “Like Sacks of Sugar”

Partner Loris Levy of the Radio Center in New Orleans has found that supermarket merchandising techniques not only boost air conditioner sales but also give a lift to the store's other lines

By **BILL MCGUIRE**

**I**N 1953, The Radio Center in New Orleans, sold room air conditioners by the textbook—surveyed each home, engineered each job, delivered and installed each unit, included a year's labor in each package, and gave a performance guarantee with each installation. That year, the firm surveyed more than 800 homes, made 170 sales at an average gross of 35 percent . . . and lost money on air conditioning.

As the year ended, Radio Center's George Marcuse and Loris Levy cast a searching look at their air conditioner set-up, talked of throwing out the department, then took, instead, the giant step of burning the book and whipping the operation into a streamlined profit maker. And 1958

saw the company move 3,485 units (without surveys) at an 18.5 percent average gross . . . and a net profit.

The reorganization was based on what Levy calls the “Sack of Sugar Theory.” Briefly, it's this: Air conditioners can be profitably sold in volume at a low markup, as sugar is sold in supermarkets, if overhead is rock-bottomed at every point and the customer is made responsible for certain services normally performed by the store.

### The New Look

In its move to go big-volume in air conditioning while chopping costs, The Radio Center made sweeping changes. It discon-

tinued its air conditioner installation and service operations, but kept these services available through outside firms.

Customers were encouraged to take their own units home, and delivery sprouted a \$3 price tag for units bought without installation. The expensive home survey style of selling was scrapped, and the store's salesmen, who had been devoting so much time to surveys that majors and TV were withering on the vine, were taken off their original in-out schedule and converted into straight inside men (except for appointments).

Commissions were revamped from a clear five percent of selling price to a flexible system of from one to four percent, based on the original purchase, how badly the store wanted to move a given lot, and how low the salesman had gone (a too-large price cut meant a one percent penalty).

In another key overhead-shaving step, Levy shopped 'til he found a non-recourse, non-reserve financing source.



### Buying in Volume at a Price

The Radio Center began buying in 150-lots and bigger. With these came considerable co-op, and a heavy, price-pitching newspaper ad schedule became the prime lead getting tool.

Markup runs from 12 to 21 percent above cost in this welter of lines, and the firm's objective is to offer the city's broadest selection at the lowest average price across the board. With a price structure like this, the store's air conditioner profit is necessarily low, but Marcuse finds that, as The Radio Center's volume climbs, his bargaining power as a buyer increases (better deals, more chances at one-shot specials and exclusives.) And since it's not necessary to shave retail prices as buys improve, profit inches steadily upward.

In survey days, it took three to four hours of a man's time to make a sale. Now, units move in from 15 to 20 minutes, and the closing-to-prospect ratio has improved from 1:5 to better than 1:2. Radio Center salesmen sell hard and fast from a massive display in which more than 30 non-duplicated models are three-tiered (live demo has to be soft-pedaled). Rapid, canny prospect classification is required, since salesmen are expected to move from one sale to the next in high gear.

Price, brand names and BTU's are basic pitches, with step-up pivoting on additional control features, and more BTU's. Surveys are avoided like the plague, but prospects are encouraged to diagram the rooms they want to air condition. Salesmen don't go out of their way to push installation, but they're loath to sell a unit without a \$10 service policy.

### Other Lines Benefit

Its new look in air conditioning merchandising has gotten The Radio Center (\$3 million a year through its one store) back on the right track, not only in coolers but in other products, too. Now, with infinitely higher volume, though at appreciably lower gross profit, the air conditioner department is moving further into the black each year. Dollar sales of coolers have rocketed from \$265,000 in 1954, the new method's first year, to \$661,000 in 1958. In the '57 version of its annual Air Conditioning Week, the firm moved 384 units. That year, The Radio Center picked up 32 Fedders trips to Jamaica.

With no more air conditioning surveys, and the salesmen inside nearly all day, volume has climbed markedly in white goods and TV, the bread-and-butter areas of more solid 18 to 35 percent markup. Consistent price advertising of air conditioners has done wonders for traffic (the store is two miles from downtown New Orleans.) But the appeal of the ads isn't limited to room cooler prospects, for a subtle association of values is at work here—an implication that low air conditioner prices mean similar bargains in television and majors. *End*

### Radio Center Stocks Air Conditioners Like "Sacks of Sugar" . . .



Mass displays of variety of lines is result of store's new buying policies. To get as much co-op ad money as possible, firm buys

where the ad allowances are most liberal. Store now stocks up to 1500 units of 12 brands, with four lines carried in depth.

### . . . And "Delivers" Them The Same Way



Carry home of air conditioners is encouraged by Radio Center, which adds \$3 delivery charge to price of units sold without installation. Salesmen don't push in-

stallations but do try to sell \$10 service policies to avoid demands for free service from customers who bought on time or open account.

Good example of "custom installations" offered by Economy Appliances is this installation through a living room wall into garage. Owner Jim Bauman checks placement of unit, which produced four more sales through referrals.

**MORE  
TO MAKE MONEY  
IN AIR CONDITIONING...**



## He Concentrates on "Special" Markets

James Bauman of Economy Appliances, Sacramento, Calif., grossed 24 percent on a \$25,000 air conditioner volume by concentrating on custom, through-the-wall installations . . . and by cultivating the do-it-yourself and motel markets

By **HOWARD J. EMERSON**

**F**EATURING "custom, through-the-wall" installations of room air conditioners at no extra charge, and using "up to \$50 in free wiring" as a closer, James Bauman of Economy Appliances, Sacramento, Calif., grossed 24 percent on a \$25,000 air conditioner volume during the six months of the 1958 season.

Also vital to Bauman's success was a simultaneous cultivation of the do-it-yourself and motel markets which helped balance out the custom installation program.

Here's how Bauman managed to capitalize on each of these "special" markets.

### The Custom Market

Emphasis on "custom installations" helped Bauman's volume and profits because:

- It set Economy Appliances apart from

most dealers by turning the talk from price to the features that have personal appeal to both men and women shoppers: "a wall installation won't interfere with your drapes;" "can be placed where it will do a better job of cooling;" "ideal for rooms with picture windows;" "won't rattle in the wind;" "water proof;" "no trouble washing windows;" "won't spoil appearance of the house;" etc.

As a result, the larger room air conditioners on the floor at Economy did not have to be tagged with the low prices being featured in the highly competitive Sacramento market. Bauman and his salesmen quoted the suggested list prices and put the emphasis on custom installation and the store's reputation for service. While the final price most likely was "negotiated" with the customer, Economy did not have to go as low as the average in the market.

- Although featured as a deluxe, extra-special installation, a through-the-wall installation actually costs Jim Bauman at least \$4.00 less than a window installation. He has a contract with a carpenter to handle a complete wall installation, including picking up the air conditioner at the store, for \$20. Bauman has figured that it costs him \$24 for his own crew to make a window installation—maybe even more because the peak for installations coincides with the store's busy season for refrigeration and laundry equipment.

- The appeal of a "custom installation" through the wall impressed and sold those prospects likely to buy more profitable room air conditioners. These customers were in three groups.

(1) Residents with larger, more expensive homes had a tendency to respond to Economy's advertising of installations which would do a better job of cooling and which would not detract as much from the appearance of the home.

(2) Word of mouth advertising developed more readily from existing wall installations. Visitors to a cool home were amazed to see no bulky air conditioner blocking part of the window. One installation in particular produced four more sales of two-ton units.



(3) Many sales were made to home owners whose original interest was in a central unit—either refrigeration or evaporative—to be tied in with the ducts of an existing hot air system. Bauman and his salesmen have shown effectively the advantages of several room units over a central system—less initial cost, far less operating cost to cool the rooms *in use*, and with wall installations, no problems with the window operation or appearance.

#### Free Wiring Closes Sales, Sells Up

By having available a wiring allowance of up to \$50, Economy's staff is able to close a larger percentage of sales and to sell more of the larger air conditioners. As a tie-in with the promotion of a custom installation, it is a natural says Jim Bauman. He can offer a complete package to a prospect on the latter's first visit to the store—"and that's when practically all sales of room air conditioners have to be made. The prospects are hot and they want to cool off, not wait around. If they walk out without signing, you might as well forget them. But when you can say 'here's the model you need and at this price you can get a custom wall installation and all wiring up to \$50' you can make sales."

(1) "Know the average wiring costs." For the 60 room air conditioner installations for which Economy paid for the wiring, the average cost to the store was \$30 an installation. Knowledge of this average enabled Bauman and his salesmen to price the units accordingly. Obviously, most of his installations were in homes already having 220-volt service because of the range and dryer promotions of the Sacramento Municipal Utility District. Bauman can break down a typical sale as follows:

2 h.p. room air conditioner...	list \$450.
Cost to Economy Appliances.....	275.
Gross profit before installation....	175.
Cost of wiring, average.....	30.
Cost of wall installation, contract..	20.
Gross profit after installation.....	\$125

This gross profit of about 27.7 percent, after installation, is enough to leave Economy an area for that negotiation which may be necessary under present market conditions. Bauman aims at a 25 percent gross after deducting delivery and installation costs.

(2) "Know when to use the allowance." The wiring allowance must be handled with care, must not represent a gift of the dealer's profit. In all discussion of price at Economy Appliances, Jim Bauman and his salesmen assume the store will pay for the wiring until the time comes to close the sale or to prevent a walk out. During this time the salesman will have learned: (a) if the prospect has 200-volt wiring; (b) if not, how old is the house; and (c) whether or not the prospect is concerned about the potential costs of rewiring the house.

With this knowledge, the salesman is in a flexible position to handle the closing. If the prospect has 220-volt service, the salesman can reach for a quick closing with "you know that this price includes up to \$50 worth of wiring—that should more than cover the cost in a modern home like yours." Another prospect may reach that point where he tries to control the sale with "that's fine, but I can get this same thing for \$25 less at so and so's". "Oh, we can sell it for that price, too—but this price includes an allowance of up to \$50 for the wiring changes at your house," the salesman can answer and turn some prospects away from the competitive price toward Economy's story of custom installation, wiring allowance, service, etc. If the approach doesn't work, the salesman is still in a favorable position because he has shown there is a difference between the price that includes wiring and any possibility of meeting a competitive price. Many other variations on the use of the wiring allowance are evident to the experienced salesman and dealer, as long as the store keeps the wiring cost in the price as long as the allowance is offered, or makes it clear that there is no wiring al-

lowance if the customer wants a competitive price.

#### Promoting Custom Installations

"You can't just go out and advertise custom installations of room air conditioners the way you would promote your line of white goods," Jim Bauman points out. "Air conditioning is a peculiar market. One day you can't handle all the prospects—another day you couldn't give a room unit away with a box of cracker jack. The dealer has to recognize that or he will throw away any possible profit by wasted advertising effort—at least that is our experience." In his promotion of air conditioning business, Bauman considers these factors:

• **What medium?** Advertising of custom, through the wall installations is effective only in the phone directory and to a limited degree in the newspaper, says the owner of Economy Appliances. When a sweltering couple goes to the yellow pages to seek a dealer, the mention of custom and through the wall installation may be enough to swing them to Economy in spite of the many listings of other dealers. The same effect can be had from newspaper copy, but timing copy is difficult.

With such limited effectiveness of direct advertising of the custom installation, how can the dealer make this into 60 percent of his air conditioning volume? By selling on the floor, says Bauman. To get enough prospects onto the floor, use radio, he states.

Nothing has proved as effective as radio spot advertising to promote air conditioner sales at Economy Appliances. Yet, even this medium must be used expertly, giving thought to these points:

- **What days?** Bauman contracts for his radio spots well ahead of the season, but schedules them to be used on only—
  - a. Those days in April and May when the temperature is over 90-deg.
  - b. Those days in June and July when the temperature is over 95-deg.

*Continued on page 112*



Second special market cultivated by Bauman is the "do-it-yourself" trade. This "cash and carry" trade (above) is sold at approximately 10 percent above the first column price, producing a gross of 16-18 percent.



Another special market consists of motels, apartments and builders. This business produces early season volume which enables Bauman to take advantage of special buys when they become available in off season.

Most of this type of installation can be handled before Bauman's workmen become involved in the more profitable custom work, but even so the store keeps after this particular market until midsummer.



TABLE 1 Estimated Industry Sales of Household Electric Fans, 1958 vs. 1957

Types		Attic	Desk & Bracket	Hassock	Kitchen Exhaust & Range Hood	Window	Portable Rollabouts	Total
Units Sold	1958	92,000	1,390,000	85,000	1,050,000	1,350,000	365,000	4,332,000
	1957	98,000	1,725,000	105,000	1,345,000	1,700,000	330,000	5,303,000
% of Total	1958	2.1	32.1	2.0	24.2	31.2	8.4	100.0
	1957	1.8	32.5	2.0	25.4	32.1	6.2	100.0
Average Price	1958	\$125.00	\$18.50	\$49.50	\$37.00	\$42.50	\$49.00	\$35.90
	1957	\$129.95	\$19.95	\$49.50	\$37.00	\$42.25	\$52.00	\$36.00
Retail Value	1958	\$11,500,000	\$25,715,000	\$4,208,000	\$38,850,000	\$57,375,000	\$17,885,000	\$155,533,000
	1957	\$12,735,000	\$34,415,000	\$5,197,000	\$49,765,000	\$71,825,000	\$17,160,000	\$191,097,000
% of Total	1958	7.4	16.5	2.7	25.0	36.9	11.5	100.0
	1957	6.7	18.0	2.7	26.0	37.6	9.0	100.0
<b>% Change 1958 vs. 1957:</b>								
Units		-6.1	-19.4	-19.0	-21.9	-20.6	+10.6	-18.3
Dollars		-9.7	-25.3	-19.0	-21.9	-20.1	-4.2	-18.6

## Cold Weather Cools Off Fan Sales

The weather and the recession deliver a one-two punch which drops fan volume 18 percent below 1957 levels.

By ANNA A. NOONE

**F**OR the third consecutive year the portable fan industry encountered abnormally cool weather, especially in the heavily populated midwestern and eastern parts of the country where the biggest fan volume originates each year. This put a severe strain on the industry, especially on those manufacturers specializing in the more popular types of portables.

As a result of poor weather experienced in the previous two years, the portable fan industry entered its 1958 season with heavy inventory carryovers. Many distributors dropped fan lines entirely; some demanded protection of guaranteed sales. Dealers bought cautiously for many rea-

sons: general business conditions, waiting for hot weather to arrive, etc., and wherever possible bought on a guaranteed-sale or consignment basis. Dumping and price-cutting was rampant, especially in New York and Philadelphia markets, where \$50-to-\$60 popular brand, 20-inch window units, went for as low as \$28.88.

Losses were underwritten by manufacturers. However, at this price no one—dealer, distributor or manufacturer—made a profit.

### Sales By Areas

Only a few spots in the United States enjoyed seasonable summer weather (South,

Southeast and Southwest). Specifically, manufacturers said Florida, Georgia and the Gulf Coast (New Orleans and Houston) were good fan markets in 1958, with little or no price cutting.

Unseasonably warm weather in Los Angeles also resulted in a reasonable volume for some manufacturers. However, distributors report that "California consumers showed preference for evaporative coolers in 1958", and predict for the future that "evaporative coolers will eventually give way to refrigerated air conditioners, while fans die a slow death unless there is a drastic change in California weather with its high humidity."

Portable evaporative coolers also affected fan sales in the larger eastern markets in 1958. These units were sold in competition with fans in areas where humidity is relatively high. Fan makers are watching this trend with interest; many regard evaporative coolers as scientifically

unsound in areas where relative humidity is generally high.

#### The Figures

With many manufacturers protecting their distributors by absorbing carryovers at the close of the 1957 season and taking back for credit unsold units and re-billing these same units again in 1958, confusion was created in early tabulations of manufacturers' shipments for the year 1958. However, figures shown in Table I, "Estimated Industry Sales of Household Fans, 1958 vs 1957" represent shipments reported by fan manufacturers to NEMA and to ELECTRICAL MERCHANDISING. To the best of our knowledge there is no duplication in these figures for the two years in question. Table I shows that overall fan industry sales for 1958 totalled 4,332,000 units. This is an 18.3 percent drop from 1957, when 5,303,000 units of all types were sold. It also shows that in number of units shipped, the desk and bracket classification sold in greatest volume (1,390,000 units), and exceeded the popular window fan classification by 40,000 units, (1,350,000 window fans were sold in 1958).

This 40,000 lead, however, plus a large portion of the entire desk and bracket total consists mainly of low-priced models sold through chain drug stores and specialty five-and-dime chains.

A comparison of desk and bracket versus window unit sales of NEMA members only, (Tables 2 and 3) reveals an entirely different picture. Here the breakdown shows that window fans outsold desk and bracket models by 1/4-million units. And while over 52 percent of the desk and bracket models were units made to sell "under \$20", greatest window volume was done in the "30-and-over" price range.

#### Outlets

Department stores and mass marketers took a bigger slice of the fan volume in 1958 than ever before. As always, specialty dealers played a key role. Catalog and stamp-premium outlets followed, with drug outlets dwindling in importance again in 1958.

#### Window Fans

In the window fan classification, 20-inch models remain the favorite size, and portable box the most popular type.

As shown in Table 3 "Window Fan Sales by Prices", NEMA has been able to set up a breakdown into two classifications for 1958: permanently attached panel models, and portable box type models. Of the total 961,138 window units sold by this group, 558,768, or 58.1 percent were portable box models, and 402,370, or 41.9 percent were permanently attached panel fans. More than 76 percent of the overall total window fan sales for the year were in the "\$30-to-\$60-and-over" price classification.

Electrically reversibles were reported by most manufacturers as best sellers; plain attached panel types came next; portables with thermostatic controls were

TABLE 2 Desk — Bracket — Pedestal Fan Sales, by Prices

16 inches-and-under, Osc. & Non-Osc. AC-DC	1958		1957		% Change '58 vs. '57
	Units Sold	% of Total	Units Sold	% of Total	
<b>List Price:</b>					
Under \$20	374,106	52.3	493,672	48.5	-24.2
\$20 - \$40	247,630	34.7	327,324	32.1	-24.3
Over \$40	93,057	13.0	197,208	19.4	-52.8
<b>Total</b>	<b>714,793</b>	<b>100.0</b>	<b>1,018,204</b>	<b>100.0</b>	<b>-29.8</b>

TABLE 3 Window Fans Sales, by Prices, 1958

Panel Permanently Attached Type:	Units	% of Total	Mfrs. Value	% of Total
<b>List Price:</b>				
Under \$30	48,470	5.1	\$762,297	3.4
\$30 - \$60	186,410	19.4	4,270,257	18.9
Over \$60	167,490	17.4	4,396,389	19.4
<b>Total</b>	<b>402,370</b>	<b>41.9</b>	<b>\$9,428,941</b>	<b>41.7</b>
<b>Portable Box Type:</b>				
<b>List Price:</b>				
Under \$30	182,181	18.9	\$3,333,196	14.8
\$30 - \$60	315,454	32.8	7,580,160	33.5
Over \$60	61,133	6.4	2,256,717	10.0
<b>Total</b>	<b>558,768</b>	<b>58.1</b>	<b>\$13,170,073</b>	<b>58.3</b>
<b>Grand Total 1958</b>	<b>961,138</b>	<b>100.0</b>	<b>\$22,599,014</b>	<b>100.0</b>
<b>Grand Total 1957</b>	<b>941,778</b>	<b>100.0</b>	<b>\$23,895,176</b>	
<b>% Change 1958 vs. 1957</b>	<b>+ 2.1%</b>	<b>•</b>	<b>- 5.4%</b>	<b>•</b>

TABLE 4 Domestic Kitchen Type Ventilating & Exhaust Fans, 1958 SALES

	Units	% of Total	Mfrs. Value	% of Total
<b>Wall Type:</b>				
List Price \$50 and Under	190,986	40.6	\$2,925,658	35.0
<b>Ceiling Type:</b>				
List Price \$50 and Lower	279,470	59.4	5,437,971	65.0
<b>Total</b>	<b>470,456</b>	<b>100.0</b>	<b>\$8,363,629</b>	<b>100.0</b>

(NEMA Members Only)

third, and units with pilot light, and/or timers were fourth.

#### Kitchen Exhaust Fans

A total of 1,050,000 kitchen exhaust and range hood fans were sold in 1958. This is 21.9 percent lower than 1957, when 1,345,000 units were sold, and it represents 24.2 percent of the years fan industry's overall total business for 1958.

When you realize that from 70 to 80 percent of all kitchen exhaust fans sold in 1958 went into new homes, it is easy to understand the decline in volume for this category in 1958. New home starts got off to a slow start early in 1958 for two reasons: (1) In the early part of the year builders held off, waiting for money to loosen up. (2) Because of the cold, late spring, new housing didn't start to move until late March to mid-April. Consequent-

ly it was not until July that the built-in ventilating fan business got going.

Ceiling type kitchen exhaust fans still account for the largest portion of the exhaust business. This is borne out by sales reported by NEMA members for 1958: Out of a total of 470,456 unit sales reported by this group, 279,470, or 59.4 percent, were ceiling units, and 190,986, or 40.6 percent were wall type.

#### Range-Hood Units

While to date there are no reliable figures on the sales of range-hood combinations, there is every indication that these self-contained units continue to increase in popularity in all sections of the country.

Almost all hood type exhaust fans now have lights as an integral part of the unit, plus speed controls, pushbuttons, etc. Some have a patented tilting feature.

Continued on page 118



**MORE  
TO MAKE MONEY  
IN FANS...**

## He Sells Nothing But Fans

In Jackson, Miss., he's known as the "Fan Man" but to distributors and dealers in many areas of the country F. A. Bailey is recognized as a shrewd businessman who specializes in only one line—buying and selling fans of every type, brand, and model

**S**EVENTEEN years ago, F. A. Bailey retired into the fan business, after 38 years as an electrician. What had been a 40-year interest in fans became first a hobby, then a going concern. Now, operating as F. A. Bailey Fan and Motor Co. at 515 Terry Rd., Jackson, Miss., Bailey has become a successful specialist in a fading market.

Dealing only in fans—a product today often found nestling among the laxatives and canned tuna of drug and grocery stores—he has become "Bailey the Fan Man" to hundreds of Jackson area residential and industrial consumers, as well as to certain "insiders" scattered throughout the South, Southwest, Midwest and Northeast.

Purchasing in a market which has been

Inside and out, Bailey's store in Jackson, Miss., is crammed with fans of all types. Despite the variety of fans he handles, he knows where to find a market for each.

depressed by bad weather and the advent of air conditioning, Bailey buys from (or through) these insiders; overstocked or failing dealers; wholesalers out to dodge carryover, or trying to exit laughing from the fan business; manufacturers closing out standard numbers, or eager to unload special orders which never reached the shipping platform; and "scouts," not necessarily in the business, but ever ready, for a price, to tip Bailey to juicy lots of new or used merchandise.

### Scouting for Fans

Bailey's business year is bisected. From April through September, he and Mrs. Bailey operate the store. From October through March, the two make buying trips by car, ranging as far afield as west Texas and New York, running down leads and cold canvassing wholesalers and manufacturers.

When Bailey buys, he buys big and for cash. He cleans out entire lots and, when he can get them, complete fan inventories, including accessories.

### Buying at 50 Percent of Cost

Most of his buys are made at about 50 percent of distributor cost, and he takes them as they come. A typical lot may include oscillating, pedestal, window, ex-

haust and ceiling fans; odd and matching wall and ceiling louver assemblies; perhaps a few DC motors, and a crate or two of various sized blades.

Sometimes he hauls his buys to Jackson by rented trailer; or he may have buyers lined up, and ship directly to them without taking the merchandise into physical inventory.

As Bailey buys, so does he sell. Wholesale men have made sales calls, only to find his prices lower than theirs. He almost always manages to stay under dealer cost. For example, he recently acquired a distress lot of crated 22-inch, reversible, two-speed window fans, which had an original wholesale unit price of \$52, and a retail ticket of \$84. Bailey's cost, \$27; his price, \$45.

To individuals, he sells only for cash, but unbends to the extent of carrying industrial customers on 30-day open accounts.

### He Knows Fans

The business pivots on Bailey's vast knowledge of the prices, costs, potential markets, and performance characteristics of every available type and brand of fan. To guide his buying, he has to know wholesale values within a dollar or two—to set his prices, he must know retail. Catalogs keep him up on new models and prices.

Because his buying method is apt to bring him fans of 15 or 20 types and sizes in a single lot, he's got to recognize the market for every model. An across-the-board familiarity with performance is also necessary. Bailey has to know the applications for which each fan was designed, what degree of adaptation each will stand, how much air it can move under various conditions.

He also deals in industrial fans, and this calls for the mastery of more prices, the establishment of an entirely separate prospect group, and even more detailed RPM, CFM and applications information.

Bailey makes no installations, and repairs only fans brought to the store. Most of his shop time in the winter is spent repairing and rebuilding used ceiling fans. These he lot-buys from hotels, stores or buildings which are being air conditioned or razed. He often takes burn-outs in trade, repairs and resells them.

His inventory of new fans runs up to 1,000 units, depending on the buys he can come up with. He stocks thousands of parts, most of them salvaged.

Although he buys in a wobbly market, he sells in an unusually firm one, where demand remains high, year after year. There is, he'll remark, a need and a place for every size and type of fan manufactured.

It's not surprising that Bailey the Fan Man has done as well as he has. For when fans retreated from a mass market to a specialty market, Bailey, a specialist, was waiting.

End





**MORE  
TO MAKE MONEY  
IN DEHUMIDIFIERS...**

## He Promotes 'Em 12 Months a Year

American Home Center in midtown Manhattan rolls up a \$30,000 annual volume in dehumidifiers by combining year-round promotional effort with a detailed knowledge of the market for this profitable product

**B**Y January each year American Home Center, 616 Third Ave., New York City, is rolling toward the \$30,000 volume it does annually in dehumidifiers. As late as October it is still answering and filling requests for these low-saturation units. In fact this firm's pre-season activity knocks off about 100 or more sales before the season begins in earnest, and by fall it is clearing its stocks to begin the same all-year program all over again.

"We find dehumidifiers a low-saturation, trouble-free appliance which gives us excellent gross dollars per unit," says Mike Schwebel, general manager of the firm. "In these competitive times that's saying a mouthful. That's the reason we push dehumidifiers for all they're worth."

### Gets the Jump

Schwebel's dehumidifiers program is designed to get a jump on the weather. It actually gets the jump on all competition as well.

By January, he's compiled his mailing and in early February sends out some 20,000 pieces of literature to office buildings and industrial accounts clustered in New York's Grand Central area. Schwebel's message is directed at the many office tenants, buying groups and purchasing agents.

At the time his mailing hits the streets two salesmen shift their sales time to contacting at least eight to 10 accounts per day, five days a week. Not later than May 1 Schwebel shoots out another 20,000 pieces of mail. By the time this second mailing has taken hold the dehumidifiers themselves build their own momentum. It remains for Schwebel's organization then to capitalize on the season.

"We sold about 200 units in 1957 with plenty of effort," says Schwebel. "That's because it was a cool and dry summer. Last year was cool and humid and our effort produced 300 sales. If we get any breaks from the weather in 1959 our efforts on top of that will produce at least

*Continued on page 114*



Even before New Year has started, Mike Schwebel is hard at work lining up coming year's dehumidifier program. Here he

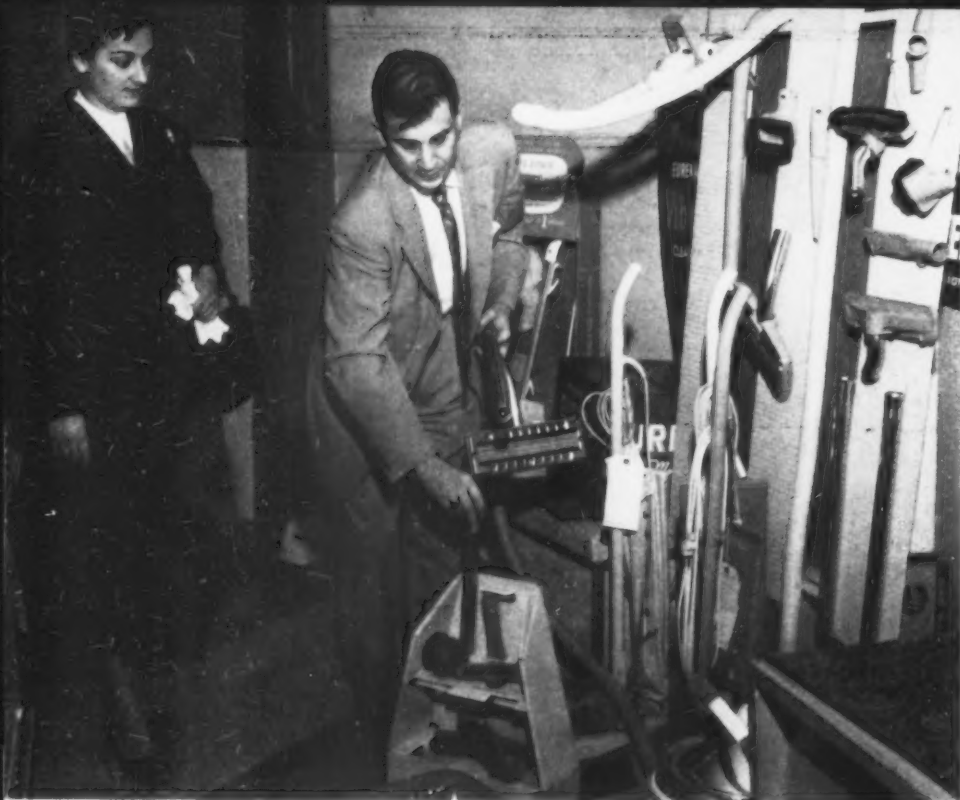
visits Westinghouse showroom to get pitch on new line from sales manager Dan Nagler, left.

Early in the year Schwebel begins a mailing on dehumidifiers to 20,000 customers. This February mailing is followed up with second direct mail effort in May. Meantime, sales force is out selling.



Awareness of special markets has paid off for Schwebel. Dehumidifier sold to asthma victim has released her from reliance on oxygen tank (left). Meter in her hand (right photo) indicates when she should turn dehumidifier on.





## Who Says Cleaner Demos Are Dead?

Curto Bros in Yonkers, N. Y., demonstrate cleaners in the store (left) whenever they can—and even arrange free home demos (right) for good prospects. The result: they close 95 percent of house calls and sell 700 cleaners a year

By JOHN A. RICHARDS

**V**ACUUM cleaner selling at Curto's, \$1-million-plus appliance-TV dealer in the heart of the Yonkers', N. Y. business district, starts and ends with demonstrations.

The demos are staged in the 90-square-foot salesroom display area, in the firm's gift and small appliance section and in the front window, right in view of a busy local bus stop. And whenever possible, they're also staged in the home—on a streamlined, selective basis, but nevertheless in a prospect's parlor.

### Old-Fashioned but Effective

To modern-day skeptics who object that a home demo program can't be profitable in today's price conscious market, owners Joe and Maurio Curto have an answer:

Their personalized, old-fashioned attack on vacuum cleaner selling produces some 700 unit sales a year.

"Our salesmen will always take out the extra five minutes warranted by good demonstrations," says Maurio Curto. "They'll let the customer pick up the tools, run the vac. If we think a prospect is ready to buy we'll insist on a home demonstration and then go out and close the sale. We close about 95 percent of our home demos right on the spot, chiefly because we qualify prospects before spending the extra time in the home."

Not only does Curto's demonstrate vacs but it backs every cleaner sale with personalized service. It now operates four service and delivery trucks, has five appliance servicemen alone. Its impetus in Yonkers derived from a \$50,000 service operation that has now pushed beyond the million mark in both sales and service.

"When you get 99 percent of your sales as repeat business," says Joe Curto, "you

know you must be doing the right thing. In vacs that means constant demonstration backed by personalized service."

### Search For Profits

Pincered between Yonkers' mammoth Cross County Shopping Center, a Masters branch in Elmsford, a Korvette branch in Scarsdale, plus the sundry stiff metropolitan competition in the Bronx and Manhattan, Curto's is obliged to be competitive. That means its prices must be right.

Vacuum cleaners by every major manufacturer can be found on Curto's salesfloor. Margins are such as to produce about \$6 gross on units in the lower \$29 range and \$10 for the \$49 price range.

### Selling Up for Profit

These make mighty slim pickings indeed and Curto's, always on the alert to boost





## There Are Three Keys To Running a Successful Demo Program in Today's Market



### Adequate Training:

"Selling the salesman is as important as it ever was," says Maurio Curto. "We've been told we're fanatics about product knowledge. Maybe so, but four or five times a year we want field salesmen like Eureka's regional manager Abe Wiener (left) to pitch to our salesmen."



### Qualify Prospects Properly:

"We close 95 percent of our home demos right on the spot. That's probably because we qualify our prospects carefully. When they're ripe for a sale we schedule a home demo. In fact, we insist on it."

these slim margins, makes the most of new items which will improve this gross dollars picture.

As an example, Maurio Curto cites Eureka's new "Vibra-Beat" unit, an easily demonstrated cleaner which commands a \$69.95 price even in price-conscious New York. "This represents a 40 percent markup on cost. Today a gross of \$15 to \$20 on a unit sale is some thing."

Margins as a percent of selling price at Curto's varies from 18 to 23 percent among the products the firm carries. On cleaners this has been boosted to 28 percent, largely due to the profitability of the new items like the Eureka cleaner. Consequently, such items will see considerable future action in Curto's personalized, and certainly well-rounded cleaner program. Demonstration will play an important part.

*End*

### A Good Reputation:

"We got our start as a service organization and now have five appliance servicemen, four trucks and complete repair facilities. The 99 percent repeat business we're getting means our customers are sold on our service."







To a conventional dealer the setting is strange and the selling techniques alien, but Shell's City, big Miami supermarket has devised a merchandising pattern which puts...

## TV and Major Appliances in the Market Basket

**A** DRAMATIC change in the retailing climate finds supermarkets attempting to cash in on today's appliance business.

Recent months have seen these volume-hungry giants expand their interest in hard goods from the self-merchandising rack of housewares to, first, traffic appliances, then fans, and now, in isolated but significant instances, to white goods and TV.

This new competition for the straight dealer is tough (a groceryman's average markup is 16 percent), but legitimate. It's typified by Shell's City, huge Miami super, and the manager of its lucrative appliance-TV department, John Hill, a knowledgeable, 10-year veteran of conventional appliance retailing.

Working in 1,000 square feet of aisle and counter area (when the department was established in 1955, 224 square feet were grudgingly allotted to it), Hill and three salesmen ring up an annual six-figure appliance-TV volume that the average independent would love to match.

Given the job of adapting appliances to supermarket merchandising techniques, manager Hill had to revise his thinking on almost every basic appliance procedure, from buying through service. Here's how he did it:

**BUYING** appliances at Shell's City is in the supermarket tradition—an untiring search for the best of all possible deals, with a handful of pennies often making the difference. The store is a Philco-Bendix associate distributor, and does much of its buying direct, with a percent-

age to the local P-B distributor. On other lines, Hill doesn't hesitate to transship in the face of "unfavorable price situations," can come out two to five percent better this way. The store's almost unlimited capital enables it to prowl the northeast, via agents, for distress inventories.

**SELLING** appliances at the big store is largely a battle *against* traffic, with rapid classification of prospects the objective. Most of the 100,000 (store's estimate) who stream through Shell's each week don't want appliances. Hill and his men have become deft at skimming the buying cream from this thundering herd. All who pause along the appliance aisles are approached directly, asked politely if they're interested in something, and immediately dropped if the answer is no.

There's no talking time, since salesmen are on a straight 20 percent of gross (no spiffs). This job requires a special breed of salesman—iron-nerved and resilient (no-sales wander through by the dozens, twirling TV knobs, peering in refrigerators, hefting traffic appliances; and the average closing ratio is one sale to 50 tries). Sole sales "floors" are two eight-foot aisles, into one of which is squeezed a desk where payments are handled.

**HOURS** at Shell's are gruelling. Because the appliance department isn't enclosed, its hours must be the same as the rest of the store's—7 am to 11 pm daily; 7 am to 9 pm on Sunday. During the two "dead spots," 7-9 in the morning and 9-11 at night, the staff is cut to only one man.

**PRICING** is another direct reflection

of supermarket methods. Margins are kept thin—from 10 to 25 percent over cost, averaging about 15 percent. Prices are flexible. A low-low is set on each model, based on availability of goods and behavior of competition.

**DISPLAY** is a permanent thorn in Hill's side. His is the problem of showing representative refrigerator, range, washer, dryer, air conditioner, dishwasher, floor fan, kitchen cabinet, sink, radio, TV, record player, hi-fi and electric housewares stock in 128 linear feet, divided among both sides of two modified supermarket islands and one side of each of two others. Unable to display any line in full, he leans heavily on catalogs. He tries to departmentalize, but often has to tuck new pieces into whatever holes he can find.

**FINANCING** of Shell's time sales is handled by a bank, without recourse or reserve. The department's single intra-store credit plan allows 60-day open accounts for purchases of \$100 and up.

**SERVICE** gets top priority as a route to customer satisfaction, is conducted more carefully here than at many an independent dealership. Shell's average customer spends more than \$1,000 a year for food, and the store cannot afford to alienate him through inadequate appliance service. Repairs, as well as delivery and installation, are handled by service companies, good in their work but small in size (so Shell's can dominate them, getting service when and where it's needed). The store services white goods free for a year, sells policies on TV—90 days for \$15, a year for \$40. *End*

# BETTER HOME merchandising

No matter what you're selling, it's the IDEA that counts

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## NEWSPAPER ADS: Pictures Sell

Spending an extra \$15 or so to incorporate a photo in display newspaper advertising will just about double the number of appliances the ad will sell, reports Link Dunham, of Dunham Appliance Co., Sioux Falls, S. D.

**WHY IT WORKS:** "Including a photograph of a stack of television sets on sale seems like a little thing," Dunham says, "but we have been consistently pleased with the results. We have decided these

better results must come from the fact that people flipping through newspaper pages will stop and look at a picture, where they pay little or no attention to the ordinary type ad." A typical such display ad, 4 columns by 12 inches, was used to announce a November sale of TV sets. A photograph was utilized showing four unpacked sets and two still in the carton, with a simple caption reading, "We Have Made A Special Buy—And We Are Passing the Savings On."

**NO PRICES QUOTED:** With absolutely no prices quoted, this ad sold twice as many TV sets as a much larger, all-copy ad which had been used earlier. "Probably the picture gave the idea of special bargains and delivery of sets in original cartons," Dunham thinks, "but the results of stepping up our frequent display advertisements with a photograph, in this manner, have always helped to make them sell our merchandise in a much more efficient manner."

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## DIRECT MAIL RADIO SALES: Try The Parents

Lyle Aber of Aber's Appliance Stores in Boulder, Colo., knows that pocket-size transistor radios are an ideal gift for the graduate, but he has found that most parents are not aware of this potential. So Aber has set out to change this lack of knowledge with a well conceived direct mail program.

**HERE'S HOW IT WORKS:** Aber's plan necessarily started with a visit to the principals of the five high schools in Boulder and its suburbs, where he asked for a list of students to be graduated and

their home addresses. Cooperation was excellent. Then Aber's worked up a pleasant letter on store stationery, congratulating parents on their children's graduation, and extending an invitation to make use of the store's many facilities. The selling message of the letter was built around a paragraph suggesting the usefulness and popularity of transistor radios as "the ideal gift for the graduate."

**RESULTS WERE IMMEDIATE:** Mailed a full month before official graduation dates, the letters began getting re-

sults from the first week on. Aber set up an entire case containing some 35 transistor radios at the front of the store, along with dummy gift packages, congratulatory graduation cards, and signs repeating the theme, "The Ideal Graduation Gift." During the month following, 51 transistor radios were sold to parents, all of them for cash, and all of them gift wrapped for presentation to the graduating student. "And," says Aber, "it has laid the ground work for a lot of future business in the other appliance departments of the store."

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## PROMOTION: Spuds Make Sales

Free potatoes were the moving force behind a "quickie" week-end fall promotion that moved 20 pieces in four days for Hartjes Electric, Kaukana, Wis. Kaukana is in a potato-growing area, so potatoes made a good premium. Hartjes' offer was simple—10 pounds of freshly-harvested Wisconsin spuds for coming in, 100 pounds with any major purchase.

**PLENTY OF SUPPORT:** Labeled as a "Fall Stock Reduction", the promotion started to roll with 36 radio spots and 2½ pages of supporting newspaper advertising. A total of 2500 pounds of potatoes were given away, most of it in 100 pound bags. The potatoes evidently hit the buying public just right, as 12 major sales were made the first day. Hartjes dealt di-

rectly with the farmer who grew the potatoes, so costs were largely advertising.

**FOOD A PRIME LURE:** Judging by Hartjes' experience, there are few better lures than food. And, harvest time makes food a natural for fall promotion. Hartjes points out leftover food premiums can always be used at a dealer's home.

By selling the architect  
as well as the customer . . .

## He Nets 14 Percent on Custom-Built Hi-Fi



The two-store Salon of Music in Palm Beach, Fla., has built a \$70,000 volume in custom hi-fi and most of this comes from carefully-cultivated contacts made among 30 architects by department manager Tom Hubbell (left in picture above)

**B**ILL FEEK, owner of Salon of Music, Palm Beach, Fla., knows hi-fi components are a custom business all the way. That's why he hired musician, audiophile and ex-component dealer Tom Hubbell to manage this \$70,000 phase of the two-store firm's \$750,000 hi-fi, TV, phono, record, radio and piano operation.

A lot of Hubbell's leads come from walk-ins; some are referred by builders and electrical contractors. But most come from 30 architects with whom he has established firm contact.

To do this he made up sectionalized portfolios, each containing a personal letter and brochures and spec sheets on all the component lines handled by Salon of Music. Armed with portfolios, Hubbell made cold calls to give the architects speaking knowledge of custom hi-fi systems, and to point up the cooperation available from Salon of Music in terms of technical advice and complete installation service.

On the average custom job, Hubbell gets

together first with the architect (when the two go over the house plans); then with the customer; finally with both.

The key meeting is the second. It finds Hubbell and his prospect in Salon of Music's listening room. Here's where Hubbell sells the system, using a simple step-down technique he calls his "building block plan."

First, he talks quality ("cheap hi-fi doesn't exist"). Then he demonstrates, beginning at the top with his best, most complete component combination.

His first presentation may include a half-dozen remote speakers, a radio-tuner, tape deck, provision for routing TV sound through the system for full response, perhaps stereo.

If it sells, well and good. If the prospect balks at the cost, Hubbell "removes blocks" until the price falls into the right bracket.

For example, he'll cut out three or four of the speakers, but urge that provision be made for them (wiring runs, even

empty speaker-niches concealed in walls).

At the last pre-sale meeting, architect, customer and Hubbell exchange final ideas and confirm the layout. Then Salon of Music makes its official proposal. On its acceptance, the architect draws the system into his plans, leaving only installation. At this point, the firm's Whitt MacDowell and George Munro, each a skilled hi-fi technical specialist, complete the job.

In selling, Hubbell has to speak two languages—the ABC's of hi-fi to lay prospects; musical Sanskrit to audiophiles. Often, no architect is involved in a job, and he designs the entire system himself.

The firm's audiophile market is neither large nor especially lucrative (about 20 percent of total component sales, most of it off the shelf for do-it-yourself installation). But it's a key market for Hubbell, since every lay customer seems to have an audiophile as friend and advisor.

To keep the business of audiophiles, Hubbell must be fast on his technical feet; must know intimately the performance details of his, and competing lines.

Salon of Music also does a high volume in packages (Ampex, Fisher, Magnavox and Pilot). Most are sold to people in existing homes—those who want a degree of portability; who only need hi-fi in one room; who don't wish to wait for design and installation of custom work, or to pay the premium involved. *End*





Once custom installation has been sold, Hubbell turns drawings over to Salon of Music's skilled two-man installation team. Here, Hubbell points out installation detail to technician Whitt MacDowell, left.



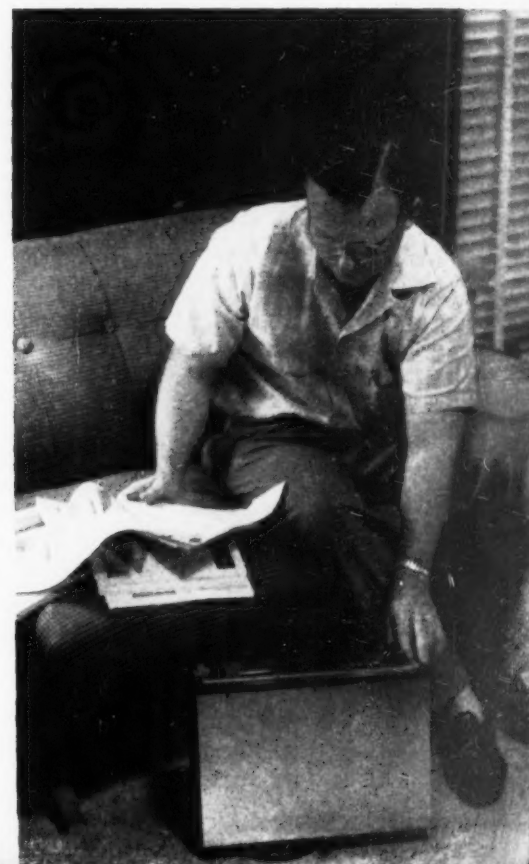
On job site, store owner Bill Feek explains construction requirements to contractor, left. Typical custom job costs \$1000 with \$300 of this in installation costs.



Strong in package hi-fi as well as components, Salon of Music last year sold about \$100,000 worth of units. Store's two outlets

accounted for overall volume of \$750,000; firm handles radio, TV, records, pianos in addition to phonos and hi-fi.

Boning up on new equipment is a necessity for Hubbell who must know technical details, jargon to keep up with audiophiles. Store gets relatively little business from this group but they provide important leads.



# IT'S HERE... IT'S BIG

## IT'S ALL-ELECTRIC VALUE TIME

### KICKOFF OF PHASE ONE OF A MULTI-MILLION DOLLAR PROGRAM TO CREATE MORE ELECTRIC SALES FOR YOU

... Edison Electric Institute's new NATIONAL ELECTRIC LIVING PROGRAM, a leadership program with strong manufacturer support, features heavy national advertising to back up local programs.

New program sells Live Better Electrically, Light for Living, HOUSEPOWER and Medallion Homes.

**All-Electric Value Time will be promoted during February and March by this powerful line-up...**

**DAYTIME NETWORK TV.** A perfect setting for pre-selling. Edison Electric Institute announces the greatest and strongest TV selling package ever to send shoppers straight to your store...



3 BIG Coast-to-Coast Daytime NBC TV Shows—one day a week—starting February 12th:

- *The Price Is Right* with Bill Cullen  
11:15—11:30 am EST
- *Young Dr. Malone* 3:15—3:30 pm EST
- *County Fair* with Bert Parks  
4:30—4:45 pm EST

reaching 16 million viewers, right in their own homes, week after week, with timely sales messages on ALL-ELECTRIC LIVING.

**NATIONAL MAGAZINES.** Over 30 million homemakers are being persuaded to buy the most modern electrical appliances and lighting equipment—through exciting, spectacular, action-compelling advertisements in the most widely circulated national magazines.



Full color double pages and black and white pages in:

*Saturday Evening Post*—February 7th  
*Life*—February 23rd

### THE SELLING EVENT. 8-Week "All-Electric Value Time."



Point-of-sale materials will identify your store as ALL-ELECTRIC VALUE TIME headquarters. *Plan now to sell out your stock!* Be ready for the big push on ALL electrical appliances during the months of February and March—and you'll surely profit from it! With nationwide TV and national magazine advertising in full color blanketing your area, it will be easy for you to make these 8 weeks your heaviest appliance-selling time ever!

### LOCAL SUPPORT.



Your local electric light and power company can offer strong advertising and merchandising support for you, too. This will help you to translate ALL-ELECTRIC VALUE TIME into a very special event in your store—all aimed to motivate your customers to ACT NOW.

**WHAT YOU DO.** Tie in with this multi-million dollar program by using the national themes—cash in on the sales this big event will create.



Check your manufacturer and distributor to find out what tie-in opportunities they plan.

Remember, this continuing ALL-ELECTRIC PROGRAM is created to sell the idea of ALL-ELECTRIC LIVING, and to move merchandise.

**Watch for news about "All-Electric Kitchen Carnival" during April-May**

THE NATIONAL ELECTRIC LIVING PROGRAM IS SPONSORED BY EDISON ELECTRIC INSTITUTE (THE ASSOCIATION OF INVESTOR-OWNED ELECTRIC LIGHT AND POWER COMPANIES)



# Blankets, Blankets Everywhere

When Kress' Fifth Ave. store in Manhattan decided to sell a carload of electric blankets between November and Christmas, customers literally couldn't turn around in the aisles without bumping into a blanket display

## IN THE WINDOWS



**T**HE assistant manager of Kress' Fifth Ave. store in Manhattan spent 20 minutes in a big department store last fall trying to locate electric blankets which had been featured in a newspaper ad.

Right then and there Kress manager John Miller decided that this mistake would never be repeated in his store. And that's why the Fifth Ave. store of the big variety chain was literally "blanketed" with merchandise when an ambitious promotion designed to sell a carload of electric blankets between November and Christmas was unveiled last fall.

Miller merchandised the hot items (\$12.99 for a double-bed, single-control blanket by Northern Electric) everywhere in the store—on all three floors, at escalators, at key center counters, and wherever space permitted. In all, at least 50 counters stocked the blankets. On each floor, three feature displays were built around 25 blankets and at each a trained girl was assigned to sell the merchandise. One window was given over entirely to a blanket display with a mannikin in bed, complete-

ly surrounded by stacks of blankets.

## Selling the Merchandise

All promotional material featured price, a two-year guarantee, and offers of free delivery, C.O.D. and phone order services.

Fractional ads early in the week, were followed at mid-week by big ads in the *New York Times* and *Journal-American*. The promotion drew a further lift by attracting attention on Channel 5's Fannie Hurst Showcase. On location, girls stationed at all the store's entrances, passed out circulars. Multiple signs screamed the blanket message from all angles.

"We set out to blanket Fifth Avenue," says store manager Miller. "Our product was priced right. And our C.O.D., phone order and free delivery program—an innovation—took our customers by surprise. Of course, we were pleasantly surprised. It worked, and kept working right through Christmas, long after the initial promotion got underway. Maybe it's because we pulled out all stops. And maybe it's cause we didn't hesitate to come right out and ask for the order. *End*



## AT THE ESCALATORS

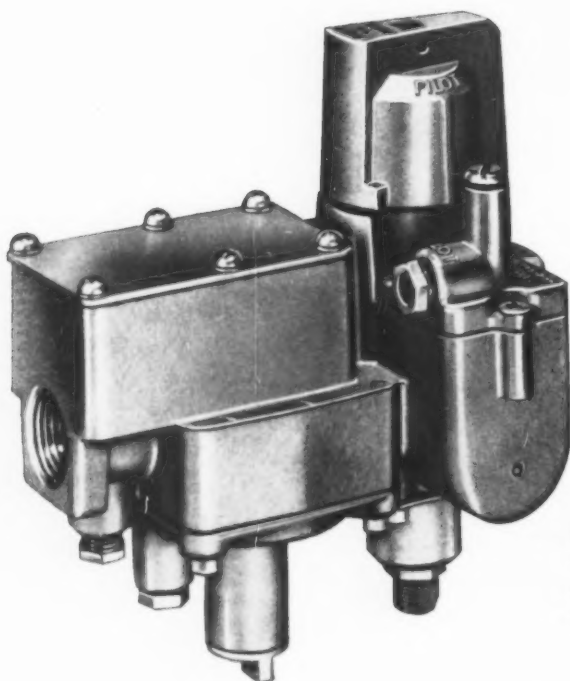
... AND IN EVERY DEPARTMENT OF THE BIG STORE





For room heaters—  
the most trouble-free  
controls in the industry

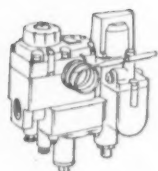
# Honeywell's complete Adatrol\* line ends your stocking problems



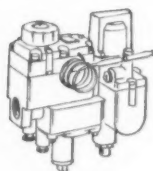
Now, you can sell budget-minded customers the basic C596 Adatrol first, and their choice of add-on thermostats later. And, you can offer specific thermostatic control best-suited to individual needs. Honeywell's add-on Pressure Regulator permits you to handle changes between street gases requiring a regulator and LP gases that do not. For complete information on all the Honeywell Controls mentioned here call your local Honeywell office, or write Minneapolis-Honeywell, Dept. EM-2-19, Minneapolis 8, Minn.

New C596 Adatrol—smaller . . . higher capacity . . . with "A" cock . . . "B" cock . . . complete pilot shut off . . . unregulated pilot gas . . . with or without pressure regulator.

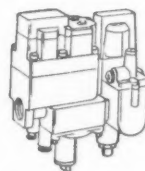
You offer 3 different add-on thermostats—stock one basic unit.  
With just a screwdriver add any of these three thermostats . . .



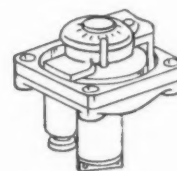
Snap Action Thermostat (V5165 Adatrol) is achieved by adding T5000 Thermostat.



Modusnap\* Thermostat snap action and modulating control (V5166 Adatrol-Modusnap).



Wall Mounted Thermostat with twenty-four volt operator (V8168 Adatrol).



PLUS Pressure Regulator easily added-on to basic unit or any thermostat combination.

## Honeywell

\*Trademark



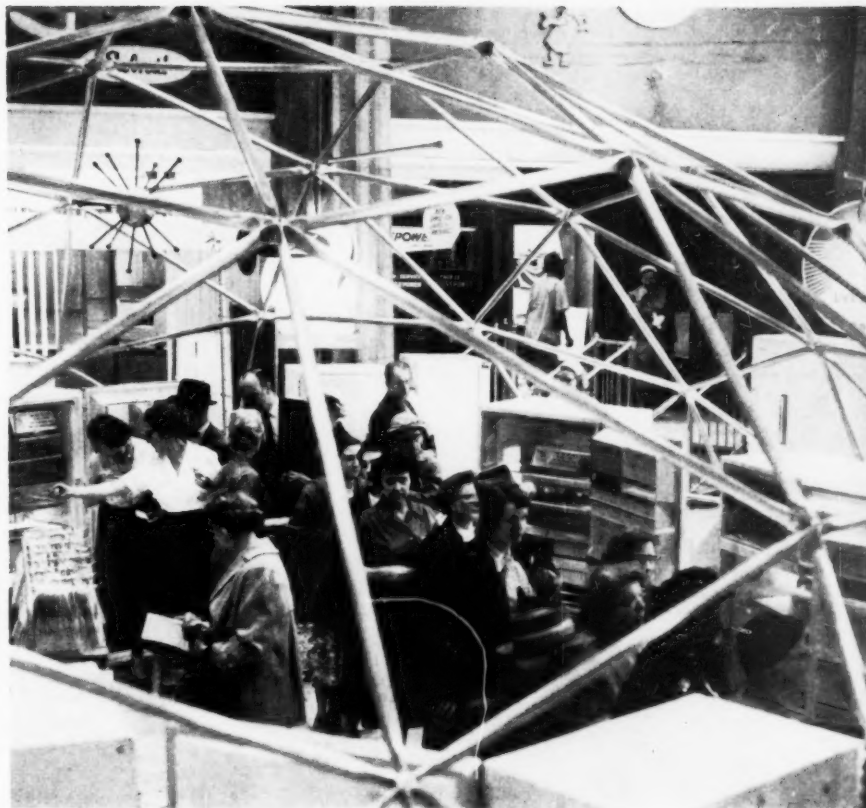
*First in Control*

IN HEATING APPLIANCES, YOU HAVE MORE  
TO SELL WHEN YOU SELL HONEYWELL.

# idea digest

Here are five business builders which have paid off for their initiators. They're just one example of the type of showmanship which costs little, yet pays off in profits

**OUTER SPACE** is an important subject nowadays but the promotion held recently by the Cincinnati Gas and Electric Co., the Cincinnati Electrical Association, and the Cincinnati Times-Star, pointed out that "Inner Space" is important too. The "Inner Space" referred to is that inside freezers and refrigerators, and the promotion showed off all of the newer inner space features with a display of the units of virtually every nationally known manufacturer. Interiors of these units held small spheres (ping pong balls), some pink, some blue, and visitors chose one which they then attempted to match with a duplicate sphere which popped from a specially designed container at the far end of the display. If a colored sphere matching that of the contestant's choice popped out he received as a prize either a plastic frozen-food container or an eight-piece juice set. Any way you looked at it the promotion had no losers.



**SOUTHERN CALIFORNIA'S** largest Maytag dealer, Jim Bethanis, uses bench advertising to boost business at his Glenoaks Appliance Co., in Burbank. The benches, one located at a major supermarket, the other

at a main Burbank bus-stop, are rented from a local advertising company at \$14. monthly and carry Bethanis' message on both sides, stressing the word "Free" as the picture indicates.



**ILLUSTRATED DISPLAY ADS** used weekly in the local newspaper keeps Staats Appliances, Peoria, Ill., uppermost in the minds of local consumers. Staats' ads appear on either the first or last page of the

paper's local section, attract attention because of the small whimsical line drawings used, and are designed to keep the firm's services and name before the public at nominal cost.

**HEAVY TRAFFIC** make signs like the one shown a practical necessity in the busy Polk Bros. stores in Chicago. The men with the white carnations are supervisors, and anyone who asks them about a product gets a quick qualifying statement and an introduction to a real specialist, in other words, a salesman. It can work anytime an event brings in heavy traffic, and one man on the sales force can be left free to keep customers informed while waiting.



**PROSPECTS DON'T UNDERSTAND** the use of casement-window types of room air conditioners so Lazar's, Brentwood, Mo., purchased a used casement frame from a nearby salvage yard, and utilized the metal

shell of a conditioner to build an in-store demonstrator that illustrates installation graphically and easily. With the \$8. frame and shell, Lazar's sold 123 units during the 1957 summer season.

## BETTER KITCHEN merchandising

Richard and Sherman Morrison of Morrison Appliances, Inc., Brookline, Mass., don't hesitate to remind appliance shoppers that a new range alone won't solve their kitchen problems. Instead . . .

# They Turn Appliance Prospects Into Kitchen Customers

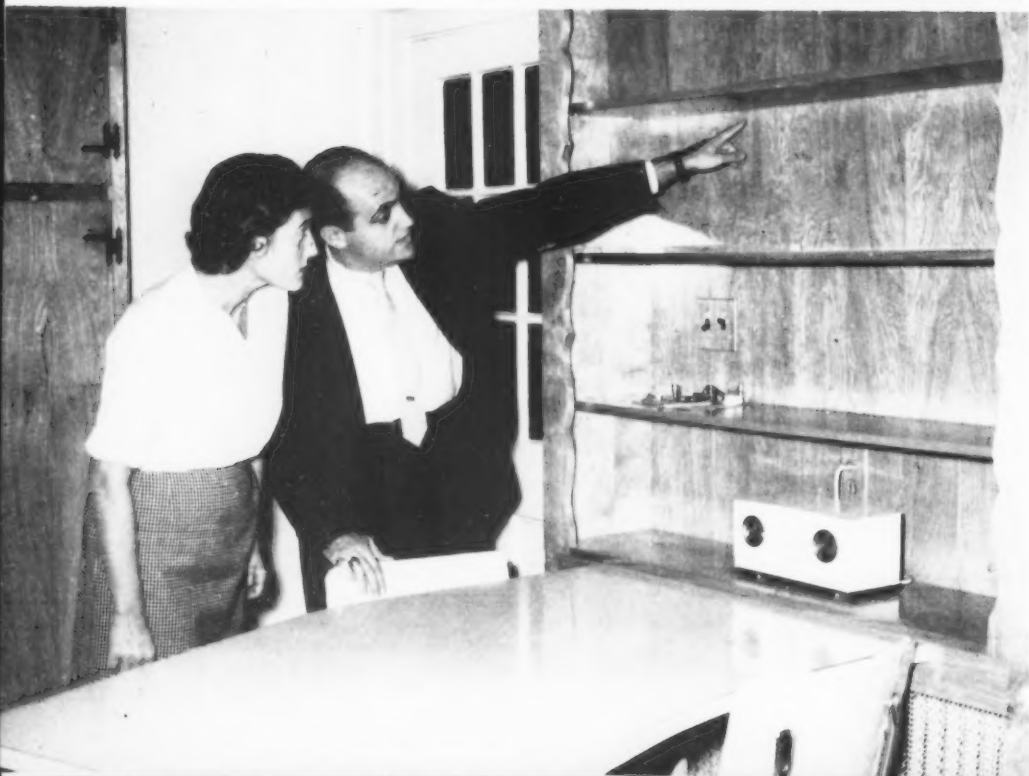
**S**ELLING kitchens "around" their appliances has turned many an appliance shopper into a kitchen customer for Richard and Sherman Morrison, owners of Morrison Appliances, Inc., Brookline, Mass.

In addition to helping sell kitchens, the coordinated approach has actually increased appliance sales, including many of the non-kitchen variety.

It has also enabled the Morrisons to build an enviable reputation as quality kitchen specialists in several of Boston's most competitive residential sales areas—a reputation clearly reflected in the firm's fast-growing sales and profit figures.

Since February 1958 when the brothers took over the Morrison Stove Co., long a family business, reorganized it into Morrison Appliances, and moved the store from downtown Boston to suburban Brookline, the Morrisons have averaged two kitchens a month at a cost of \$2,500-

Firm tries to give individual touch to each kitchen although conservative New England tastes must be considered. Typical effort in this direction is this table and cupboard built out from and above the radiator enclosure.





\$3,000 per kitchen plus another half dozen smaller installations at \$500-\$900 per job. Next year the firm expects to double its kitchen sales and has a tentative goal in 1959 for 50 complete kitchens and at least 150 small kitchens.

### Appliances Are the Key

The Morrison approach is simple. The company spends no money on advertising its kitchen work. Instead it depends upon its regular traffic in appliances to open the door to kitchen sales. Its glass-fronted showroom set on a main thoroughfare and featuring a complete line of appliances attracts heavy traffic. The Morrisons have found that fully half of these shoppers are good kitchen prospects, either immediately or for the future.

"The average customer shopping for a kitchen appliance such as a stove, a dishwasher or a refrigerator rarely has any idea of how it will fit into her present kitchen," says Dick Morrison. "If she's buying a new refrigerator, her present space may be too small for a larger size than she already has. The dishwasher has to be set in near the sink. The new stove may require a vent and hood or the customer may want a built in oven. In all cases, some measurement and individual planning is required."

Morrison first points out the advisability of planning before purchase. He emphasizes the advantages of a "coordinated" kitchen layout where each appliance is placed to best advantage. "If you can make the customer visualize a new dishwasher or range in her own kitchen, you've already taken the first step to a kitchen remodeling job," Morrison says. "The customer suddenly realizes that the new appliance won't necessarily solve her kitchen problem. From an aesthetic point of view, which is important to her, she sees how out-of-place the new stove or dishwasher will look in her older kitchen."

### Next: A Home Call

If the customer shows interest, Morrison offers to visit her home and make some suggestions. He makes a definite appointment for either the early morning or late afternoon when the husband can arrange to be home. "It's a waste of time trying to sell a complete kitchen unless both husband and wife are there."

First thing Morrison does at the home is to measure the kitchen. If there are pencil marks at the starting points, he knows the couple have been "shopping" for kitchens and that price may be the important consideration. This is important when he gets around later to quoting price. If the customer begins to bargain, Morrison figures they are looking for the best deal rather than the best kitchen. He generally doesn't bother to go beyond his initial quote.

"Bargaining over a kitchen job is a waste of time for the appliance dealer," he says. "If he can't get a good profit on the kitchen, he might as well stick to sell-

## Morrison Appliance Company *Dealers and Sellers of Gas and Electrical Appliances*

Mr. & Mrs. Charles L. Carter  
354 Riverside Terr.  
Chestnut Hill, Mass.

1294 BEACON STREET, BROOKLINE 46, MASS.

Telephone ASpinwell 7-8291

### BILL OF MATERIAL

#### PART I GENEVA CABINETS:

1 #4837 Wall Cabinet with fan  
1 #3847P Wall Cabinet  
1 #2907EP End Panel  
1 #4895W Wall Cabinet  
1 #485W-L Corner Base Cabinet  
1 #488C Sink Cabinet -Flush front  
1 #4878BB Bread Box  
1 #489CT Cutlery Tray  
1 #9865MGR Merry-Go-Round Base

TOTAL: \$394.95

#### PART II APPLIANCES:

1 UFL1 Hot-Spray Dishwasher (Approx)  
List: \$49.95  
Net: 275.00

TOTAL: 275.00

#### PART III COUNTER TOPS:

72 X 25 Formica Counter w/cut-out & sink rim  
75 X 45 Formica Counter  
18 X 25 Laminated Cutting Block

TOTAL: 159.00

#### PART IV INSTALLATION:

Install Fan & Hood  
Hang all cabinets  
Formica wall areas betw. base & Wall Cab.

TOTAL: 100.00

#### PART V PLUMBING:

Install All Appliances

TOTAL: 70.00

#### SUMMARY:

Part I Geneva Cabinets: 394.95  
Part II Appliances: 275.00  
Part III Counter Tops: 159.00  
Part IV Installation: 100.00  
Part V Plumbing: 70.00

GRAND TOTAL: \$998.95

Appliance prices are itemized on estimates submitted by Morrison but cabinet and counter top quotations are not broken down since these are "profit items" which make firm's kitchen work worthwhile. Firm meets competitive prices on

appliances since customers would be suspicious of price for kitchen as a whole if appliance prices were too high. On kitchens under \$1000 the firm makes sure that the bid ends up in an "odd cents" figure like the one above.

ing appliances alone. The whole idea of selling kitchens is to boost your overall profit margin."

After taking measurements, Morrison talks over various possibilities with husband and wife. "I start with the dishwasher or stove they're interested in, then show where it can be placed to best advantage and how it can be coordinated with other appliances as well as work surfaces."

### Let the Prospect Help

Next step is to draw up a rough floor plan on the spot, marking in all the various appliances and work areas in their proper places. Morrison encourages prospects to suggest changes so they get the feeling it is largely their own creation. Then he does some quick figuring and quotes a price in round figures, emphasizing that this is just a rough estimate.

This is generally the crucial point, Morrison finds. If the customer balks too strongly, he suggests various ways of cutting down the cost.

Once he learns the price range needed for the job, Morrison returns to the office or his home where he prepares a finished drawing—perspectives, blueprints or colored drawings are unnecessary, he finds—and itemizes the cost.

Because the Morrisons actually build their kitchens around their appliances, they feel the latter cannot be overemphasized. "Too many dealers tend to de-emphasize their appliances," says Sherman Morrison. "Result is they may install a

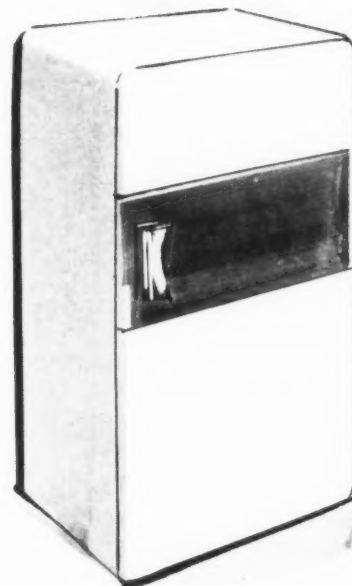
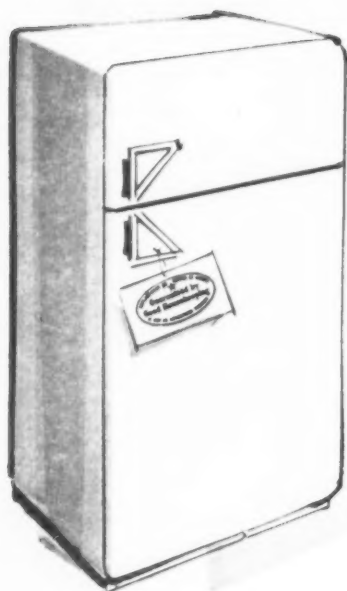
next-to-best dishwasher or range or even disposer in an otherwise deluxe kitchen. Even if the appliances hold up, friends of the customer will notice them and compare them to better models. The customer feels let down and the friend gets a deflated outlook on the dealer's standards."

The Morrisons usually net over 20 percent on each large kitchen they sell. Since they try to absorb all reasonable extras once a job is started, their net may fall to 20 percent or a little less on occasion. "It's worth a smaller profit if the customer comes out happy," says Dick Morrison. "Next time she needs an appliance, she thinks of us."

Another reason Morrison likes kitchen business as a natural adjunct to appliance selling is that it can be operated with a low overhead. He maintains a small cabinet display on the floor but prefers to give first billing to his appliances. "As least 75 percent of our kitchens go to customers who dropped in to look at an appliance. We let the appliances do the initial selling job and then bring in the kitchen as a follow-up."

Any appliance dealer who knows appliances can sell and plan kitchens, the Morrisons believe. The dealer has access to schools run by manufacturers and distributors. He can also study kitchens, talk with good carpenters and plumbers who specialize in this work. "Once you've got the fundamentals under control," they say, "it's just a matter of lining up a good labor team. Just sell your appliances first and the kitchen will follow." *End*

# WHICH WILL SHE REACH FOR?



*Appliance Retailers say:*

## "The one with the Good Housekeeping Seal!"

In a recent survey by Crossley, S-D Surveys, Inc.\*, 82.5% of the homemakers interviewed said that the Good Housekeeping Guaranty Seal influenced their brand or product selection.

And the survey found matching evidence of that influence among retailers in appliance and similar stores.

Each retailer was shown the Good Housekeeping Seal and asked to rate the influence it has on his customers' purchases. He was then shown the Underwriters' Laboratories stamp and asked to rate it.

\*In consultation with The Advertising Research Foundation

*Examples shown to retailers interviewed:*

**Good Housekeeping**

*Retailers stating that example influences customer buying decisions:*

**65.3%**

**Underwriters' Laboratories**

**58.0%**

When 40,930,000 homemakers are influenced in their buying decisions by the Good Housekeeping Seal — when appliance retailers agree on its influence — isn't Good Housekeeping's climate of confidence the place for your advertising?

**Good Housekeeping**  
A HEARST MAGAZINE

*Creates A Climate Of Confidence For Your Advertising*





**ACME APPLIANCES**

AUTHORIZED CHRYSLER DEALER  
AIRTEMP



**means  
business...  
BIG  
business  
for you  
in 1959!**

**New high-styled, high-powered line**

... including the first room air conditioners that THINK!

**New fabulous incentive plan**

... including free trips to Europe for dealers and distributors!

**New full-color national advertising**

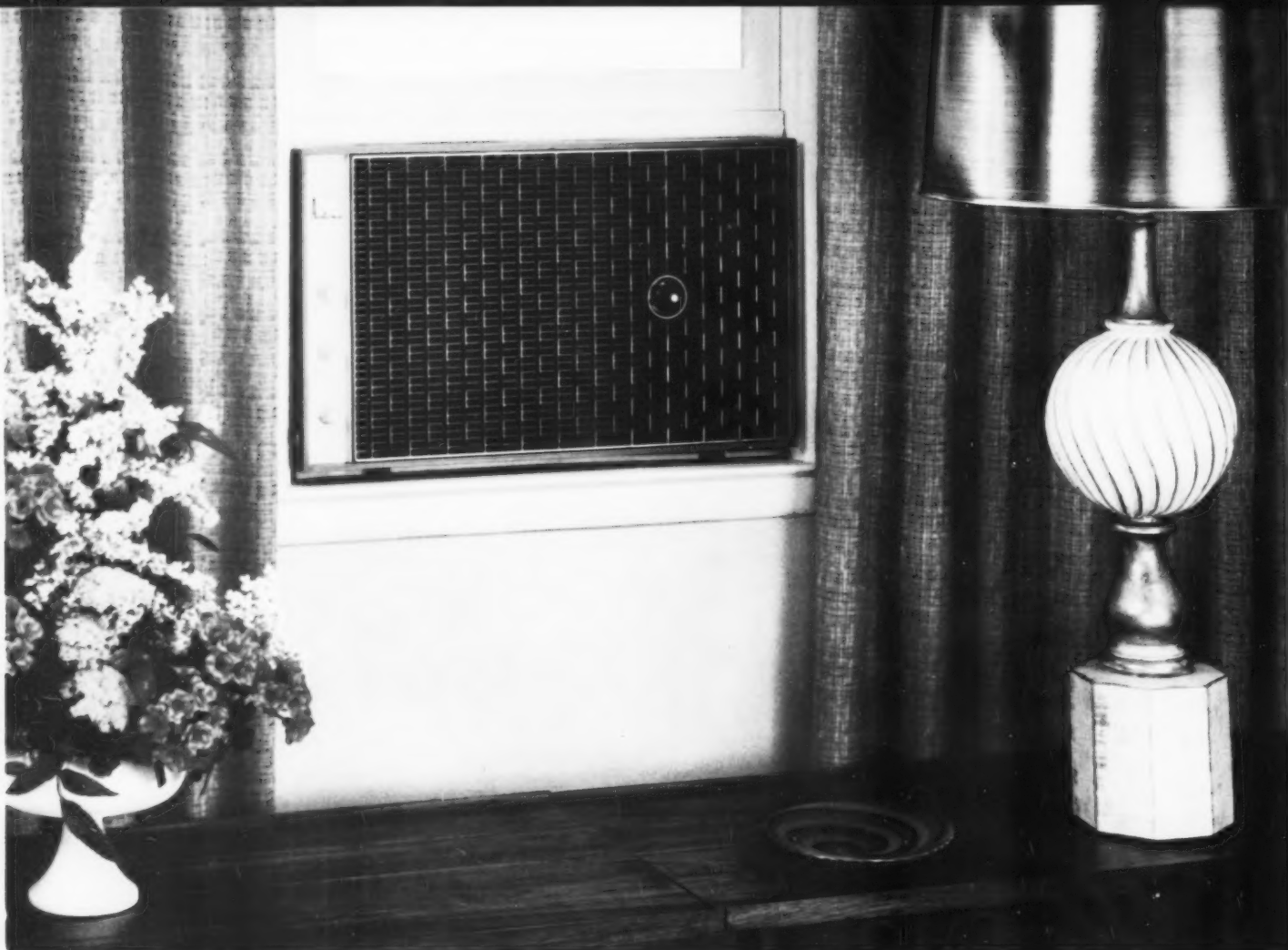
... plus special promotion packages and co-op advertising!

**New competitive prices**

... leading the way to greater sales and better profits.

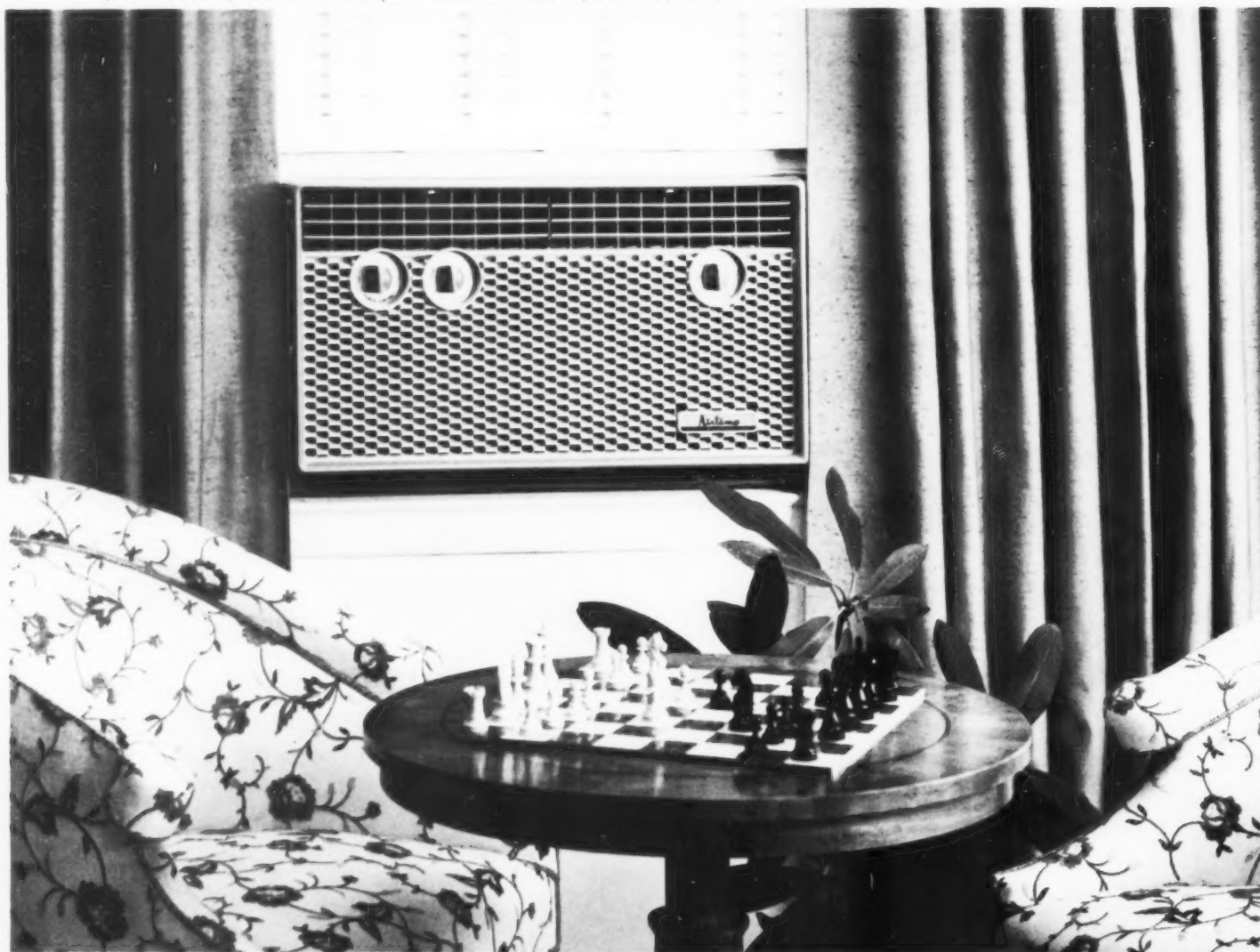
*Here's the full story . . . . .*





▲ **THE CHRYSLER SLENDER.** All new—inside and out. Fits any conventional window without unsightly overhang.  
 † Delivers up to 10,000 B.T.U./H. Climate-Minder standard on Royal model (230 V.).

▼ **THE CHRYSLER HIGH POWER.** More than twice the capacity of the largest thin unit . . . up to 21,000 B.T.U./H.  
 † Yet the High Power actually takes less window space. Climate-Minder on Royal models (230 V.).



# Chrysler Airtemp Announces...

## FIRST ROOM AIR CONDITIONERS THAT **THINK!**

Exclusive "Climate-Minder" automatically, constantly brings  
temperature *and* humidity into perfect balance.

THEY'RE A SALESMAN'S DREAM . . . the first *fully automatic* room air conditioners. Ordinary air conditioners stop running when the desired temperature is reached—often leaving the room fairly dripping with moisture on hot, muggy days. But Chrysler Airtemp units with the Climate-Minder\* *continue* to operate . . . wringing out the clammy moisture until both temperature and humidity have been reduced to ideal comfort conditions! Your customers will love them . . . and so will your bank book.

The Room Air Conditioner that Thinks is the biggest sales-building idea in room cooling since the electric fan. But it's just one of the many advantages Chrysler offers dealers in 1959:

\* *Most Versatile Line.* With five different series, there's a model and capacity to fit any home or office requirement.

\* *Forward Look Styling.* New colors, new grilles, new controls created by Chrysler master stylists to harmonize with any decor.

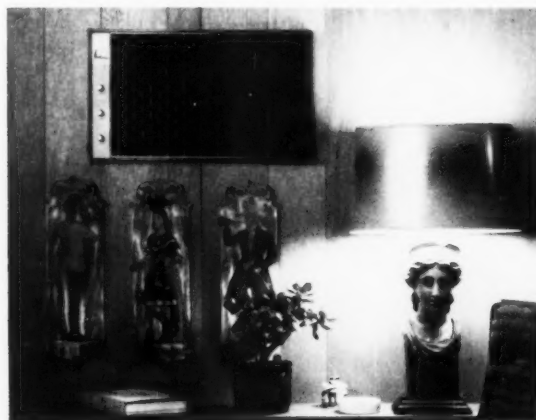
\* *Fast, Easy Installation.* You or your customers can install them with ease . . . in minutes. And, all units are factory-tested for trouble-free operation.

And there's more: new national and cooperative advertising programs, new incentive plan, new competitive prices. Read all about them on the next page. You'll see why Chrysler Airtemp means business—BIG business—in 1959. And you can profit from it.

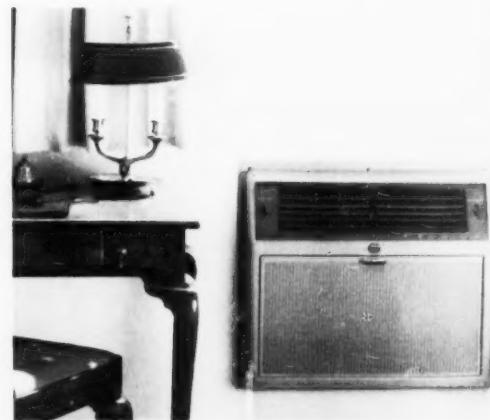
Contact your local Chrysler Airtemp Distributor. Or write: Airtemp Division, Chrysler Corporation, Dept. P-29, Dayton 1, Ohio. There's no better time to do it than today!



**THE CHRYSLER CASEMENT.** Installs in minutes without modifying the casement window. No outside overhang . . . and window opens or closes normally.



**THE CHRYSLER BUILT-IN.** Provides the custom look at an economy price. Specifically designed for easy, slip-in installation. Delivers up to 10,000 B.T.U.H. Climate-Minder on Royal model (230 V.).



**THE CHRYSLER IMPERIAL BUILT-IN.** For low, in-the-wall mounting. Ideal for homes and apartments where building codes prohibit outside overhang.

\*On all Chrysler Slender, Built-In, and High Power 230-V., Royal models.

**Chrysler**  
**is pointing the way**  
**to profit with**  
**this all new**  
**4-point program**

**1. NEW NATIONAL ADVERTISING!**

In color . . . in the Saturday Evening Post. Sells 20,621,000 prospects the powerful story of the first room air conditioners that THINK!

**2. NEW CO-OP ADVERTISING!**

New Chrysler Airtemp Co-op plan stretches your local advertising dollars to increase your strong selling effort. Includes newspapers, radio and TV time, telephone directory, direct mail, literature.

**3. NEW INCENTIVE PROGRAM!**

Fabulous, all-inclusive Chrysler Airtemp Incentive Plan for Distributors and Dealers provides an opportunity to realize additional rewards for volume selling. Exciting "Passport to Profits" Program includes lavish, expense-paid trips to Paris and Rome.

**4. NEW LOWER PRICES!**

Averaging 15% less than last year. They'll give Chrysler Airtemp Dealers the best opportunity ever to cash in on a \$430,000,000 market!

**To make 1959 the best year yet  
for Franchised Airtemp Dealers**

This is what Chrysler is doing to make room air conditioning pay off for you this summer. Every sign points to the fact that 1959 will be the biggest year in the industry's history. Get ready for it now . . . contact your local Airtemp Distributor today!



FIRST WITH THE FINEST IN AIR CONDITIONING







# WHAT'S NEW IN CHICAGO

AN ELECTRICAL MERCHANDISING STAFF REPORT IN

# DEPTH



**WRAY:** One of the most revolutionary of prototype appliances at the Market was this ultrasonic dishwasher by Westinghouse.



**WRAY:** G-E calls this radical new cabinet a power storage center. Elevator section rises from base at touch of button.

## A sound market indicates good year in '59; emphasis on new products is healthy

By **LAURENCE WRAY**  
EDITOR

A GOOD, healthy, normal market. That's the impression I took away from the Winter Markets last month—and, frankly, it's exactly the impression I had hoped the Markets would make on me this year.

In the many years I have been making this market trip to Chicago, I've found that the activity there can serve as a good indicator of what's likely to happen in the months ahead. When you couple good market activity with a strong upturn in sales (such as the industry experienced in the fourth quarter) you can't help but conclude that the industry's prospects for 1959 are most encouraging.

Evidence of this was quite obvious in Chicago last month. There was genuine optimism in almost every quarter and there were few "dumps" being offered which would serve to demoralize the industry as the year opened.

But the single development which impressed me most about this year's Markets was the forward thinking being done on new product lines. The most tangible evidence of this, of course, was in the prototype appliances displayed by a number of firms. But conversations with top executives of other firms was enough to convince me that they, too, are well aware of the importance of new products.

Of course, you always expect to see some "dream" appliances when you come to the Markets. But there was a big difference this year. Many of the new products shown last month are more real than dream—and many have a good chance of being marketed within a few years.

A good example is Hotpoint's experience with its "custom trend" appliances. Just a year ago at the Markets the company introduced the first group of these new products. This year, six more were added. But most important, as far as I am concerned, is that at this year's Market the company also introduced commercial models of two of last year's custom trend models.

Not everything I am going to mention will be on your sales floor within a year—but all have a commercial flavor already and many of them could be in your hands much sooner than you might imagine.

I've already mentioned Hotpoint's new appliances (which include a counter-top range with roll-top door and surface units which slide out from beneath the oven and a range which uses IBM cards to feed cooking instructions to the control center). Other prototypes in Chicago include:

G-E's power storage center which has "elevator" sections to put a wide range of storage space at the homemaker's fingertips. The company also showed a console-type, waist-high refrigerator which employed a similar elevator technique to place refrigerated food at counter height.

Westinghouse's ultrasonic dishwasher, thermoelectric refrigeration, and furniture-styled refrigerator. The company showed a full-sized refrigerator and a cabinet-closet size dehumidifier which used

thermoelectric principles. The furniture-styled refrigerator could be used as a room divider and uses a central cooling system which is actually a separate element. Cold is channeled from this element through ductwork into the cabinets and drawers in the refrigerator.

## There's a strong emphasis on quality in the new appliances shown in Chicago

By **ANNA A. NOONE**  
ASSOCIATE EDITOR—NEW PRODUCTS

IT didn't take me long to detect a strong emphasis on quality in the new appliance lines shown at the Winter Markets.

At the same time, I noticed an obvious trend away from gadgetry. In its place, as I have said, was this emphasis on quality, even down to the smallest accessory. Refrigerator lines, for instance, are noticeably shorter. Emphasis is on refrigerator-freezer combinations, with bottom-located freezers, although most leading makers have at least one or two top-freezer models.

The squared-off look continues popular. Most manufacturers have moved condensers from the backs of their top models so that they can be installed flush at back as well as flush with side cabinets.

Automatic ice cube ejectors, side swing-out shelves and crispers, magnetic door gaskets or other provision for tight door closure to take the place of the now for-

# THE WINTER MARKETS

AN ELECTRICAL MERCHANDISING STAFF REPORT IN

# DEPTH



bidden latches are other features.

Refrigerator systems which are free of frost are on the increase; pink still leads as the most popular color.

Other refrigerator features introduced for the first time in 1959 are RCA Whirlpool's center-located jet-cold shelf that provides fast chilling by conduction, convection and radiation; automatic ice-cube makers featured by RCA Whirlpool and Norge; and Westinghouses' special compartment where meat can be kept fresh for seven days without freezing.

Free-standing range lines for 1959 are shorter, with emphasis on the 30-inch size. Outstanding trend is toward ease-of-cleaning. Frigidaire, for instance, has a "pull" 'n clean" oven that pulls out like a drawer; Kelvinator has gone back to removable, disposable aluminum foil oven linings, and practically all leading makers have removable oven doors for easy access.

One of the newest ranges is Hotpoint's "Singulaire", a commercial version of the flop-down surface unit with stack-on oven which was shown as a prototype last year.

Dishwasher features for 1959 include multiple cycle controls; dual detergent injectors—one for each wash cycle; and a wetting agent injector for the final rinse. Portables continue to be popular.

Improvements in air conditioner condenser units in the past year have made it possible to provide units of one HP and up capacity in cabinets of unusually narrow depth.

Programmed control operation is featured in 1959 laundry lines. As many as six different wash cycles are available in some models. Newest washer feature at the Market was Maytag's "timed bleach injection" feature which provides automatic, effective and safe bleaching in an automatic washer.

## Living room tailors shape of new stereo; talk turns to multiplexing radio

By JAMES J. CASSIDY

ASSOCIATE EDITOR—NEW YORK

In registering his stereo preferences the consumer is more influenced by the space in his living room than by the separation of channels. In short, space has won over sound.

This is the big trend distilled from much talk and observance of phono fill-ins at the Winter Markets.

Elsewhere in consumer electronics, action in TV was spotty but sometimes sensational.

And the audio-video market was not without its pie in the future sky. Everywhere the word multiplex was being spoken with as much familiarity as discount.

Only six short months ago, stereo was being offered in about four basic ways. But in this time, intensive research has shown that the customer wants his stereo



**NOONE:** This Maytag washer features a "timed bleach injector" which makes possible automatic, safe machine bleaching.

in one piece rather than two. He may want a remote speaker—but he may not want it now and he prefers dual channel master units over those which put the second amplifier in the remote.

Typical of the fill-ins were four one-piece models by Philco ranging from the \$99 portable to a \$299 frontless console and Philco showed how makers were pushing sound around—using side sound and baffles to bounce it out front.

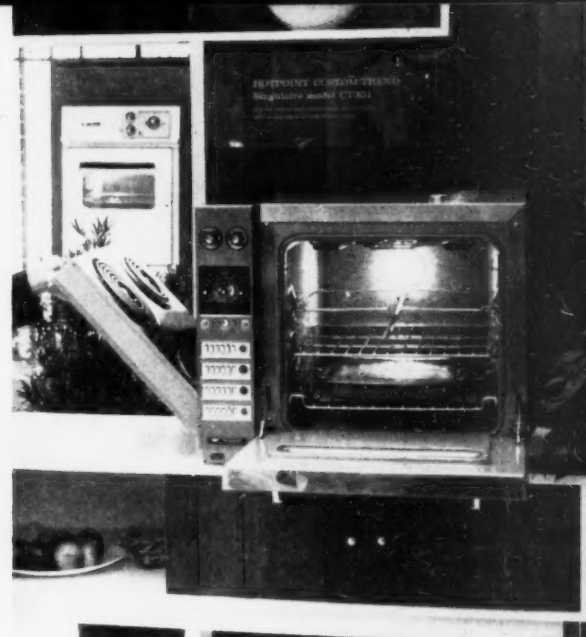
Typical too were the actions of smaller producers like Symphonic with market-timed ads on interim models including one-piece units and four portables with detachable speakers. Portables were an important answer to space problems and burst forth everywhere with extra speakers attached piggy-back to sides, tops and fronts.

Other one-piece fill-ins came from Zenith, Magnavox and Sylvania (at the high end); Olympic (at the low end) and Dynamic (from both ends of the line).

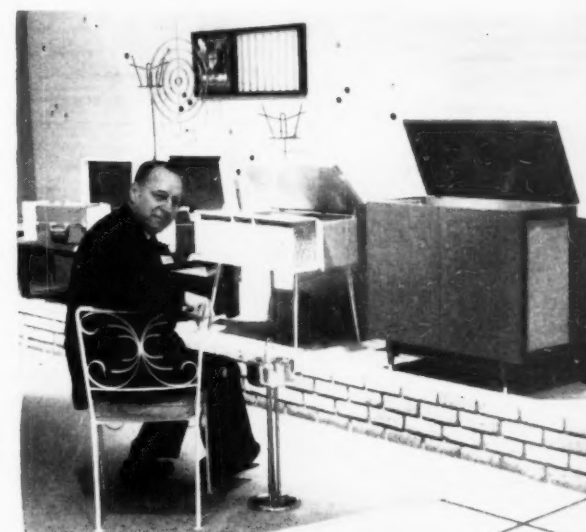
In TV, Admiral plunged with wireless remotes in 17-inch Designer-type portables at \$199 for two-function and \$219 for three-function controls. Magnavox showed eight 24-inch models at the top of the line offering both wired and wireless remotes, five of which were available either way and also offered brightness control. Wireless remotes will be bigger throughout the industry come the June lines.

Sylvania jazzed up its different-from-Philco-and-G-E portables with two speakers and was asking \$199 for the better of two highly-styled, all-plastic models.

Motorola latched on to "multiplex" and demonstrated stereophonic in TV—said it was inevitable but at least three to four years away. Philco showed how broadcasters can multiplex AM radio and said it was ready to produce inexpensive receivers as soon as the FCC would give its multiplex system the go ahead—which is at least a year away. Most makers were saying their June lines—at the top—would have provision for jacking in the multiplex adapter necessary to receive stereo FM broadcasting which was closer to reality than either of the above developments.



**NOONE:** A dream appliance last year, this Hotpoint range is now being produced commercially. It has flop-down surface units.



**CASSIDY:** Line-up of stereo in Philco space illustrates industry's swing to one-piece units. Side speakers, baffles broaden sound source.



**CASSIDY:** Model tuning TV from bed draws attention to Admiral remote tuner, first such device available for low-priced portables.



## NARDA meeting poses tough questions for which dealers must find good answers

By **HOWARD EMERSON**

WEST COAST EDITOR

**W**HY did you eat the daisies?"

"'Cause!"

That answer may satisfy a tired mother, but I found here at NARDA that most appliance-TV dealers had better come up with a better answer than "'cause-" when you're questioned on "Why didn't you make a profit?" In searching for sound, sensible, long range answers to such questions, the industry here has given indication of many ways you are going to be looking at your business:

You're going to be questioning your method of figuring profit. This was brought out first by keynote speaker Herman F. Lehman, general manager of Frigidaire and vice-president of General Motors, who stated "Too many dealers think of profit as a percentage of sales when they should be thinking of profit on the basis of return on investment." The idea was re-emphasized later by former NARDA president, Ken Stucky of Fort Wayne, Ind., who pointed out that evidence of a diminishing return on his investment during a period of increasing volume had caused him to give his operation a complete cost-cutting reorganization.

You're going to be looking at yourself and your organization as a much more mature businessman, Lehman indicated. He based his optimistic view of the future on these three evidences: "... the growing recognition of the importance of professional salesmanship . . .", "... a dealer attitude that shows an awareness that there is no easy way to do a hard job . . ." "... inventories at all levels are more in line with demand." As this more mature businessman, you're going to give more attention to your responsibility to the public and the community, according to Wilmington, Del., dealer Robert C. Justis. This responsibility is to "sell"—and this must be done with: "1. Excitement and enthusiasm; 2. Vivid sales imagination; 3. Dramatics; 4. Shock treatments for hesitant prospects; 5. Patience."

While enjoying the increasing volume of the moment, and anticipating a period of boom, you're going to have to develop what NARDA's consulting economist, R. E. Snyder calls "conservative optimism" or as expressed by a more earthy writer, you're going to look at a boom period with a jaundiced eye instead of through rose-colored glasses. Mr. Snyder



Good attendance at NARDA's annual convention is obvious in this photo of opening day meeting presided over by Tom Carmichael of Seattle.

chartered the appliance-TV business to show its boom and bust cycles—indicating that the present prosperity should last about three years. The dealer must learn from past recessions how to be ready for the next, must get sound control of his business now so he can take advantage of the flood tide and be ready for the ebb tide.

Of course, you won't be doing these many things in an atmosphere identical with today—your merchandising techniques may change or be changed. You'll have more industry promotional help than ever in history—the 1959 electric living program sparked with 2½ million dollars from 194 utilities. George Johnston, Minneapolis dealer, told NARDA members how it would make many more millions when underway, with most effort going to a nine-month promotion schedule for appliances. At the same time, announced Boston dealer Steve Feinstein, the gas industry's "Gold Star" range program will be pouring millions of dollars into promotions to upgrade gas range sales.

### Fleischaker report sets tone for the convention, attacks builder sales, free trips

By **JOHN A. RICHARDS**

ASSOCIATE EDITOR—NEW YORK

**W**HEN NARDA president Joe Fleischaker closed the books on his 1958 tenure, I think he adroitly fingered the wounds under which every dealer at the NARDA Convention smarts.

Franchises with meaning, a national fair trade law, cleaner advertising, central service, transshipping and other abuses—he got licks in on them all. But he really made the Williford Room of the Hilton

erupt with applause when he banged away at manufacturer builder sales policies and incentive trip programs. Appliance sales to builders still represented a serious leakage of business away from regular dealers, he felt. Seductive incentive trips spawned "luxury hangovers" and really disrupted many a dealer's business.

The mood of the convention coincided with Fleischaker's. It showed its approval of his attack on root evils by putting him at the helm of NARDA for another year.

In staccato succession speakers probed the very sore spots of which Fleischaker spoke. Chicago distributor Bob Samson outlined how manufacturers, distributors and dealers alike can make future franchises meaningful. Zenith's Erik Isgrig touched on cornerstones of effective local advertising. Service was combed over by Don Kunsman, President, RCA Service Co., and by dealers Joe Whelan and Bill Murray, Glenside and Paoli, Pa., respectively. Dealer Frank Pieratt of Lexington, Ky., detailed how the Service Management School at Northwestern in March will run the gamut of service problems.

Dick Finch of Medford, Ore. managed to link a prediction of promising growth in the economy with the means to a healthy future—NARDA's Institute of Management next August. Future opportunities in portable appliances were spelled out by S. J. Stephenson of Westinghouse. And George Marek, head of RCA's record division, in an obvious reference to confusion in the selling of stereo, lamented "Too many dealers have been selling the sizzle and forget to sell the steak." He saw a terrific market in TV, radio, phonographs, and records among young people—destined to grow as a market from the 14.8 million in 1957 to 20.3 million in 1960 and 25 million in 1965.

It remained for American Motors' forthright, imaginative and forceful president, George Romney, to fire the conven-

# THE NARDA CONVENTION

AN ELECTRICAL MERCHANDISING STAFF REPORT IN

# DEPTH

tion with a sense of purpose.

He deplored the "fast buck" psychology which has brought "sickness" to a great industry, and the lack of "business statesmanship," in which leaders skirted the rewards of leadership, thus letting a form of depressed rewards trickle down the whole distribution chain.

"We do not live in a capitalistic society any more than we live in a laboristic society," Romney said. "We live in a consumeristic society." He left no doubt Kelvinator was embarked on a "consumer-ship" program. And there could be no doubt he transmitted to his dealer, distributor and manufacturer audience the need for a lot of future self-examination—plus purposeful and determined action.

## NARDA scores with a program designed to make dealers study long-term goals

By **KEN WARNER**

MIDWEST EDITOR

**I**N 1959 again, I was struck by the curious blend a NARDA convention is. The diversity of interests on hand, the conflicting opinions in evidence, the variety in the conventioners themselves mix together every year like a new and different pipe

tobacco. This year's blend came out smooth and striking, with just enough bite to make it interesting.

Contributing to the smoothness, NARDA's old hands have acquired ringmastership to a high degree. Prime example of this is "uncle" Mort Farr who paraded, with the help of five manufacturers, the products of the future. Truly, Whirlpool, Westinghouse, Motorola, G-E and RCA raised the curtains on enough bright and shiny technology to put a sparkle in any dealers eyes.

NARDA's reason for arranging these revelations was, according to Farr, that dealers, by and large, "cling too long to traditions or jump too soon to conclusions." And Mort himself has proven pioneering profitable.

In Whirlpool's miracle gas kitchen presented via a brand-new movie, some gadgets drew dealer chuckles, others got applause.

Westinghouse's Royal Buchanan explored for dealers the wonders of thermoelectrics, and showed with slides the actual operating models on display at the Merchandise Mart. Devices that cool when the current runs one way and warm when it is reversed included a hostess car and a bottle warmer-cooler.

Chick Eisler, a Motorola engineer, showed a stereo tape recorder hi-fi combination with a difference: it was magazine-fed. According to Eisler, dealers will be selling these in quantity in the '60's. Also

on the electronic side, both G-E and RCA showed miniaturized units: Webb Theleen of G-E proudly played his firm's transistor portable TV; Allen Mills of RCA played a fountain-pen-sized radio.

RCA's Mills went into considerable non-technical detail about RCA's "micro module" program—a down-the-pike-but-practical bit of technology involving ingenious and tiny substitutes for today's miniaturized circuitry. The fountain pen radio was the proof of his pudding. Perhaps most significant to the dealer audience was the fact that both the G-E TV set and the RCA radio played well, sans plug or antenna, in the meeting room buried in the steel-framed Hilton Hotel.

Striking in its own way was the near single-mindedness with which participants in the Kitchen Clinic pursued, sometimes at a walk, and sometimes at a gallop, some kind of knowledge of the mind of woman. Under the chairmanship of Frank Murphy of Bristol, Conn., the Clinic searched for ways to understand and to reach this ultimate consumer of custom kitchens.

The bite in the NARDA blend was most apparent when representatives of two short-line manufacturers—Maytag's Claire Ely and Bob Galvin of Motorola—silenced relatively boisterous meal-time audiences with quietly passionate pleas to consider the long-term goals. At a Conventions's end, some NARDA members were undoubtedly doing just that.



International flavor was added to opening day's events by speakers like Puerto Rico's Ernesto Ruiz, a dealer in San Juan.



Practicing what he preaches, Delaware dealer Bob Justis outlines techniques by which dealers can "get the customer excited".



Late afternoon cocktail hour on 11th floor of Merchandise Mart gave dealers chance to visit exhibits and talk with manufacturers.

Sales manager J. D. Dougherty pours coffee for dealers Al Kramer, Arnold Herb and G. F. Carlson at Norge pre-convention breakfast.



Tightly packed meeting room testified to dealer interest in panel discussion of credit problems presided over by Wallace Johnston.







New at Hamilton-Beach was this "hatbox" cleaner. Bill Gassoway explains features to C. M. Roth of Rich's in Atlanta



Novelty hit of the show was Westinghouse's "Dog-A-Matic" wiener cooker. Mike Byrne acts as pitchman



Demonstrating size of new Presto griddle is Bob Draper, director of sales. West Coast manager Paul Seaman listens

## There are few new products but trends in application of raw materials become evident

By ANNA A. NOONE

ASSOCIATE EDITOR—NEW PRODUCTS

IN MY first day's travels down Navy Pier halls I found little that was really new and startling in electric housewares.

This was no surprise. Manufacturers in the past several "normal" market years have discovered that breaking new products at the January show often carries with it timing penalties caused by the fact that electric housewares promotions hibernate the first few months of each year, to gather strength for a fresh start with spring festival promotions beginning March and April. For that reason many manufacturers postpone new product announcements for the spring and for the July Housewares Show.

In automatic cooking devices the trend is toward stainless steel. This is especially noticeable in automatic frypans and the other family units—saucepans, dutch ovens; and also in coffeemakers—(Universal, Presto, Cory, Toastmaster, Farberware, and Dormeyer).

Another new trend in materials is the interesting uses being made of plastics, glass and Fiberglas. In coffeemakers, for instance, the new Silex glass coffeemaker features a plastic base; Cory's Jubilee coffeemaker has a pliable thermoplastic decanter-type pouring lip; and Kitchen Aid, a Fiberglas ice cream freezer mixer attachment in aqua.

In addition to high-fashion design trends, coffeemakers are making news as completely immersible devices. In some instances, they are joining the "appliance family" group of detachable thermostatic probe units—(Universal and Dormeyer).

Cleaners for 1959 are undergoing interesting design and engineering changes. At the Show, Hamilton Beach introduced

a lightweight, feminine, "hat box" cleaner with accessible, expandable dispos-a-bag. G-E for the first time showed their lightweight upright that hangs on the wall when not in use; and Westinghouse introduced two new canisters featuring mobility plus disposable bag accessibility.

Electric can openers and hair clippers continued hot at the Show, and attracted order-writing buyers wherever shown. Models shown included Burgess, Canoelectric, Cory, General Electric, Rival, Swing-A-Way, Union Die Casting, Oster, Alliance and Dazey.

Two new portable evaporative coolers made their bow at Westinghouse and Kord.

Evidence that the trend toward new applications of electricity to the more homely, hand-done chores were found in a frankfurter electrocutor at Westinghouse; an electric potato peeler at Mouli; an electric shoe polisher at Ronson; and a wax or rug cleaning fluid dispenser attachment for all makes of floor polishers at Regina.

# HOUSEWARES SHOW

AN ELECTRICAL MERCHANDISING STAFF REPORT IN

# DEPTH





Pushbutton blender introduced at Rudy Schmidt of Chicago. Three-speed unit is available in four colors.



Universal's Stan Fisher uses new immersible stainless steel percolator to illustrate firm's new line of probe appliances

Carousel was used by Cory to draw attention to 18-cup Jubilee percolator. Bill Morgan, right, explains to Milwaukee's Lou Silberman

## Marketing innovations steal spotlight from merchandise at the Housewares Show

By TED WEBER  
MANAGING EDITOR

TO my way of thinking, the biggest news at the Chicago Housewares Show was made in Bridgeport, Conn., and on the West Coast.

I say that because many of the key dealers and distributors I talked to at the Show were impressed more by merchandising developments and experiments being tried elsewhere than by the merchandise introduced in Chicago.

As a matter of fact, judged strictly from the point of view of new products, I would call last month's show a "quiet one."

But it was far from quiet when the talk turned to Sunbeam's experimental consignment program with West Coast distributors and to G-E's just-announced policy of not paying co-op allowances on cut price ads.

It was a little early to get any definite reaction to G-E's plan although initial dealer reaction was good. But the Sunbeam program has been operating for some weeks now and everyone was looking around for a friend from the West Coast to get a first hand appraisal of what

Sunbeam frankly calls an experiment.

The distributor reaction appears to be overwhelmingly favorable. One big eastern distributor, just back from a West Coast tour on which he talked to many major distributors, told me that almost without exception they favored the plan. The reasons were obvious: consignment not only frees distributor capital, it also stops the price-cutting at the distributor level which found wholesalers trying to outbid each other for dealer business.

One big question asked by many was whether dealers were going along with the program and whether or not some big chains wouldn't ship in appliances from outside the experimental area of the Coast. Dealer reaction also seems favorable, however, and to date there appears to have been little transshipping, partly because of freight costs, partly because ad allowances could not be obtained on merchandise bought in this manner.

But the biggest question of all was whether this experiment would spread. No one had an answer to that but at every hand there was this word of caution: consignment is an extremely expensive way of selling since the manufacturers carry the entire inventory burden. Just how many electric housewares manufacturers could shoulder such a burden was a frequently asked and usually unanswered question in Chicago.

The G-E price policy was announced on the eve of the Chicago Show and aroused immediate comment. Vice-president W. H. Sahloff explained that his division was convinced that housewares products were currently being advertised at unsound and uneconomic prices and added that the company felt no obligation to help pay for such practices.

G-E has set a product by product, dollars and cents minimum on ad prices. Sunbeam has instituted a similar ban on the West Coast but uses a flat 15 percent off suggested list as the point beyond which co-op eligible ads may go.

There's a strong feeling in Chicago that a big clean-up in all retail advertising is coming. George Johnston warned NARDA members that their next convention might be held in "Leavenworth and Alcatraz" if dealers didn't heed the FTC's warnings about deceptive advertising. And Johnston says that in his own market (Minneapolis), and in others, decided improvement has already been shown.

To veterans attending this year's Show there was one other innovation—the timing of the Show itself. In previous years the exhibit has opened on a Thursday and carried into a second week, providing seven "shopping days." This year the Show opened on Monday, January 12 and closed on the following Friday after a five day run.



**On Television!** Every Thursday, coast to coast on "Playhouse 90", Julia Meade tells the "Gold Star" story.

**In Magazines!** Every month in the nation's leading magazines—ads and articles on the "Gold Star" story.

# Biggest Promotion In

**Millions  
will be looking for  
this GOLD STAR  
and Gas Ranges  
built to new  
Gold Star Standards**

Here's the world's newest emblem of excellence, mark of the world's finest ranges—The Gold Star Award. Millions of dollars are being spent in the most intensive advertising and promotion campaign the Gas Industry has ever known to make Gas Ranges built to Gold Star Standards the most sought-after, most desirable and—for you—the most profitable ranges in America today!

*Make Your Store  
"Gold Star" Headquarters  
in Your Neighborhood!* Complete information,  
plus free Gold Star Promotion Kit waiting for you now  
at your local Gas Company or distributor's.



*Now!*

**GO with the GOLD STAR AWARD**



**In Newspapers!** In local dailies, Sunday supplements, plus regional radio & TV—the “Gold Star” story presented by range manufacturers and Gas companies.

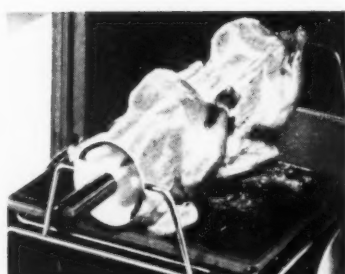
**Everywhere!** Billboards, carcards, truck posters, decals, banners and streamers tell the “Gold Star” story.

# Gas Range History!

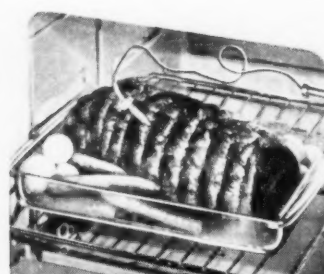
for 28 reasons—these Gas Ranges will be **YOUR**  
**Money-Maker Ranges of 1959!**



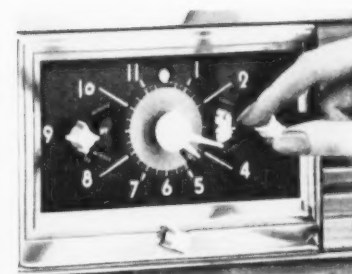
*Burner-with-a-Brain\**



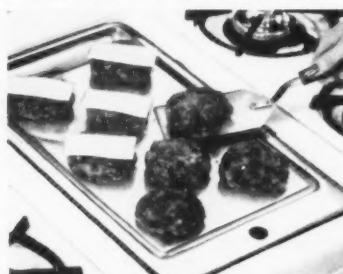
*Automatic Rotisserie*



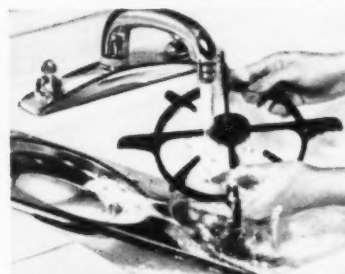
*Meat Thermometer*



*Self-lighting Oven & Broiler*



*Built-in Griddle*



*So Easy to Clean*

**At Least 28 Advances in Performance, Automation and Design Like These Will Move Gas Ranges Out Of Your Store Faster Than They've Ever Moved Before!**

**These Great Manufacturers  
are producing ranges to Gold Star Standards—  
and will help win Gas Range sales for you:**

Brown Featuramic  
Caloric  
Crown  
Dixie  
Gaffers & Sattler  
Glenwood  
Hardwick  
Kenmore  
Magic Chef  
Monarch

Norge  
O'Keefe & Merritt  
Roper  
Sunray  
Tappan  
The Boston Stove Company  
Universal  
Vesta  
Wedgewood-Holly  
Welbilt  
Whirlpool

American Gas Association

**... and watch your profits **GROW!****



# WILL AIR CONDITIONING SET SALES RECORDS AGAIN?

STUDY STARTS ON PAGE 57

flattering capacity before the Federal Trade Commission which can halt the assembly line of any maker found in a white or any color lie. Name plate capacity means that the plater has rated his unit by the same standards that his competitor does and has the same testing facility, and that therefore anybody can catch anybody easily.

In the scientific lexicon a British Thermal Unit is a measure of heat required to raise one pound of water one degree of Fahrenheit. Conversely, in refrigeration, the BTU is the measure of cooling required to make ice out of water. For instance, 12,500 BTU's of cooling per hour per 24 hour day will make a ton of ice out of 2000 pounds of water. The BTU is the measure of the cooling capacity of an air conditioner. In summer, any room depending on its size, its exposure, its insulation and its population hold measurable amounts of BTUs. To cool it, a room air conditioner must match that amount of BTU's in capacity. Escutcheon plates on most 1959 units will testify to that capacity of BTU's.

But industry standardization does not mean that two competing 8000 BTU units will be the same price, necessarily. It does not mean that the customer can shop on the basis of BTU per dollar. There can be a spread between competing units because there can be differences in features between any two 8000 BTU units just as there are between two 350 horsepower cars. So it will still be a "negotiating" year.

Many makers feel that the industry wide adoption of name plate ratings will do two things. It will make honest men out of certain delinquent manufacturers whose advertising claims have often been a bit more ambitious than their components were. Secondly, because the dealer will now have to justify—if he sells at all—the difference in price between two identical capacity units, step up features of room coolers will become more important than they've ever been.

## Check List on Features

Just as a check, what are the features manufacturers build into room coolers? To understand the feature range, it is necessary

to understand certain basic components in the anatomy of an air conditioner. For instance, why can the identical "cabinet" house chassis which range in capacity from 8,000 to 12,000 BTU's and differ in price by 25 percent? The answer: the basic capacity of the essential components can vary as do the components in a TV or a hi-fi set.

In any air conditioner there are four basic components: compressor; coils (evaporator and condenser); a fan or blower; a fan or blower motor.

Compressor bodies vary in capacity and in price and in efficiency. ARI reports compressor body shipments in sizes from 1/4 horsepower and under, 1/4, 1/2, 3/4, 1, 1 1/2, 2, 3, 5, 7 1/2 and ten larger sizes.

Coils vary in number of banks, in configuration, in arrangement and construction of fins.

Fans vary in radius, width, type and are measured in cubic feet of air moved per minute. Fan motors vary in size and efficiency as do compressors.

Ratings of air conditioners vary as do the ratings of the components used, the combination of them through engineering talent, design and efficiency, and production technique.

On top of these basic components and the BTU rating they attain, manufacturers superimpose certain additional features which result from added equipment or translations of engineering jargon into selling words and phrases.

## How Many Features?

Compared to the features of a refrigerator or a TV, both of which are forced to compete harder in a much more saturated market, the features in a given assortment of air conditioners are fairly standardized and sterile. Except for one or two stripped models in a line, most emphasize availability of thermostats, ventilation or exhaust, multi-speeds of fans, variation in filters, voltage, amperage, heating ability and flexibility.

Briefly, the longest line (about 50 models) has units which contain all of the following characteristics:

- **Installation:** in sash windows; casement windows, vertical or horizontal; through the wall; inside console.

- **Horsepower** steps from 1/2 to 2 1/2 in about six steps.

- **BTU capacities** range from about 3600 to 20,000 in about 20 steps.

- **Fan speeds** including single, two, three and five, which drive cooled air, outside temperature air for ventilation, heated air, and exhaust room air at the push of a button or turn of a knob.

- **Thermostat** does all shutting on or turning off of cooling or heating at about eight desired temperatures automatically. Units without thermostats require manual on-off control.

- **Filters** are fiber, or aluminum, or plastic sponge or charcoal. Some are discarded when used; others, are permanent and can be washed.

- **Electronic** (with vacuum tube) and electric filters charge or ionize particles which pass by them either positively or negatively and represent definite step ups of \$20 to \$50 retail.

- **Voltages** include 115, 208, 230. Amperages include 7 1/2 and 12.

- **Vanes or louvers** permit change in direction of air flow.

- **Projection:** with properly vented shell and bracing, front or rear of units may be flush mounted to plane of window. Shells vary in depth, height, width.

## In 1959: Cooling and Heating

In the 1959 lines, window units which both cool and heat will be more important than ever. Heating will be offered in about six different ways and methods will be translated into a whole new vocabulary.

Understanding of the heating ability of an air conditioner calls for a short digression into refrigeration engineering and physics.

Air conditioners and refrigerators cool because of the phenomenal properties of a refrigerant which changes from liquid to gas as water changes to steam. The refrigerant, changing from liquid to gas, attracts heat from the air (as a magnet attracts iron filings). Extracting heat from air cools the air, and it is blown into the room by the fans. But, this change of state cycle can be reversed, just as steam

can be compressed into water again. When the cycle is reversed, the change of refrigerant from gas to liquid extracts cold from the air and leaves heat in the air. Hot air is blown into the room.

The six ways manufacturers use to add heating to cooling sum up approximately as follows:

- **Heat pump.** When the unit reverses the cycling of the refrigerant and blows hot or cold, and the heat comes from the refrigerant only, it is a heat pump.

- **Resistance heating.** Some units supply heat by reverse cycling of refrigerant but are effective only within certain air temperature limits. Extracting heat from outside air when the temperature outside is zero, for instance, is too tough a job for reverse cycling. To heat very cold outside air, some units add resistance heating (as in space heaters) and blow the air over these electrically heated surfaces within the air conditioner. "Heat pump plus resistance heating" units combine both methods.

- **Heating by resistance only.** Some air conditioners heat by resistance heating only and do not use the reverse cycling principal at all.

- **Thermostat versus switch.** In providing one or more of the above flexibilities, some manufacturers offer automatic performance by temperature settings on a thermostat. Other units change, but only when the user turns a manual switch.

- **Reversing the unit.** In certain cases the entire unit must be turned about in the window as one turns certain window fans to push or pull air.

- **Reverse air flow:** Some units reverse not the cycling of the refrigerant but only the flow of the air in the system.

In designing heat and cool units of these above types, certain engineering problems occur—and certain "features" develop. As in refrigerators, air conditioners now have to worry about condensation and defrosting. You'll be hearing advertising copy battles built around phrases like: "Our unit will run at any temperature without frosting. . . ." ". . . automatic defrosting. . . ." ". . . no condensation problem."

## Is Heat the Answer?

The emergence of the heat and cool room unit underscores an

*Continued on page 99*

again this spring...

# A MIGHTY CONSUMER AD CAMPAIGN

SELLING AMERICA'S  
FASTEST-MOVING  
FLOOR APPLIANCES—  
**REGINA**



43 million hard-sell messages—35 large space color ads—18 top magazines  
led by full pages in **LOOK** and **LADIES' HOME JOURNAL**

Look  
March 3 (out Feb. 17)

Ladies' Home Journal  
March

Better Homes & Gardens  
March, April

American Home  
March

McCall's  
April

Living for Young Homemakers  
April, May

Woman's Day  
April

House & Garden  
May, June

House Beautiful  
May, June

Sunset  
May, June

Home Modernizing Guide  
Spring-Summer issue

New Homes Guide  
Summer-Fall issue

House & Garden's Book of Building  
Spring-Summer issue

House Beautiful's Building Manual  
Spring-Summer issue

Living's New Guide to Home  
Planning & Remodeling  
Spring issue

Bride's Magazine  
Spring, Summer issues

Modern Bride  
Early Spring, Spring issues

Bride & Home  
Spring, Summer issues

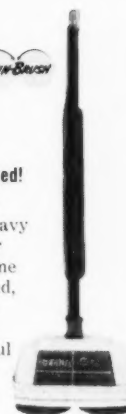
by far the best ever made!

## REGINA

POLISHER and SCRUBBER

more heavily advertised  
than all other polishers combined!

Customers know Regina is the best polisher made! Heavy advertising year after year has made it the biggest name in polishers. Known, wanted, asked for by name. Proven in performance almost 30 years. No wonder successful dealers feature Regina, America's #1 polisher!



the most raved-about vacuum!

## REGINA

*Electrikbroom*

sweeping the country!

In 12 months alone, sales tripled. The record shows customers quickly buy this unique, lightweight vacuum that works wonders without attachments. It even sells people who have a vacuum. To speed up your selling, concentrate on Regina Electrikbroom, America's most sensational vacuum cleaner!



all-season selling: January through June!

TIE IN with mighty Regina advertising!

Mail this coupon today  
for free promotion helps!

THE REGINA CORP., 11 Regina Avenue, Rahway, N. J.

I am interested in the..... Custom 400 Polisher and Scrubber  
.....the 600 Electrikbroom

Please send me:

..... Name and address of distributor for my territory  
..... Regina dealer helps

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

IN CANADA: Send coupon to Switson Industries, Ltd., Welland, Ont.

PRICE-LEADING TABLE TV



# NEW 5 IN '59!

Name: **RCA Victor Ellis**

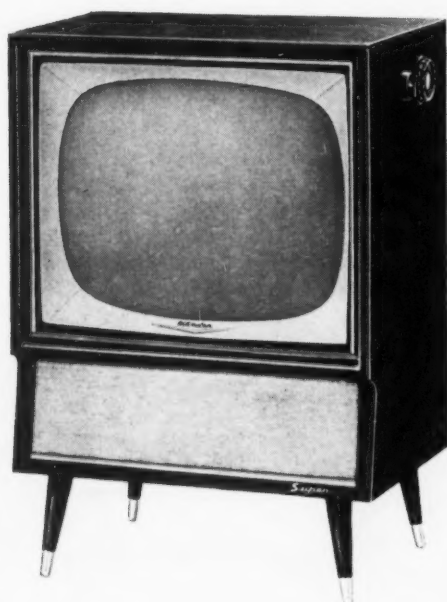
FEATURES: • New Signal Guide tuner! • Transformer-Powered for greater safety! • Keyed AGC adjusts to suit varying signals! • Security-Sealed Circuits seal in quality, seal out trouble! • Tube-Saving Power Surge Resistor for longer tube life!

Now—at the right time to spark TV sales at the start of the new year—RCA Victor adds 5 all-new, all-sellable sets to fill out the fabulous "10 Million" line. Here's bright new styling teamed up with proven, sales-closing features. And they are priced for profit!





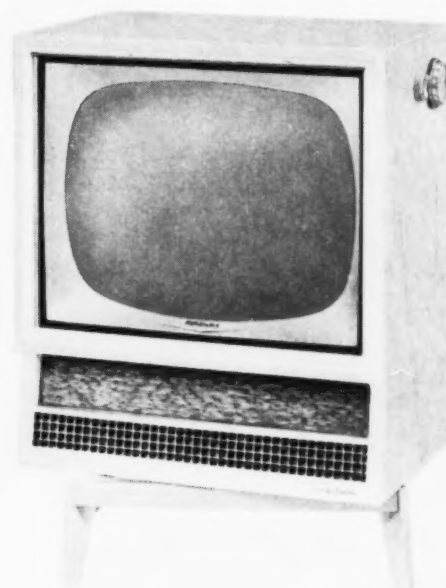
## HIGH-STYLED CONSOLE



**Name: RCA Victor Ashley**

**FEATURES:** • New Signal Guide tuner! • Chassis is Transformer-Powered for greater safety! • Keyed AGC adjusts to varying signals! • Security-Sealed Circuits seal in quality, seal out trouble! • Tube-Saving Power Surge Resistor for longer life for every TV tube!

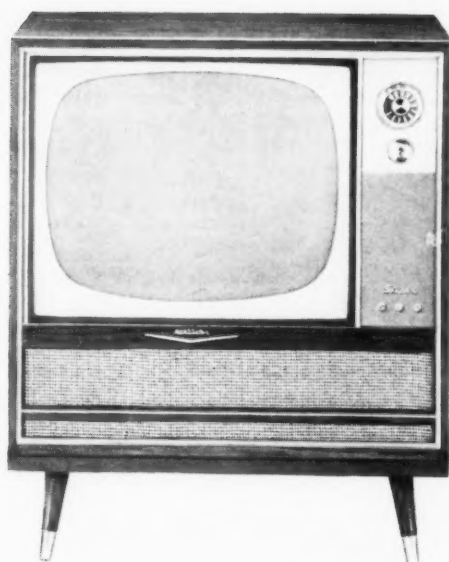
## 2-SPEAKER SWIVEL TV



**Name: RCA Victor Prentiss**

**FEATURES:** • Refreshing Modern design! • Cascade Tuner for maximum performance! • Transformer-Powered for greater safety! • Keyed AGC adjusts to suit varying signals! • Security-Sealed Circuits seal in quality, seal out trouble! • Tube-Saving Power Surge Resistor for longer tube life!

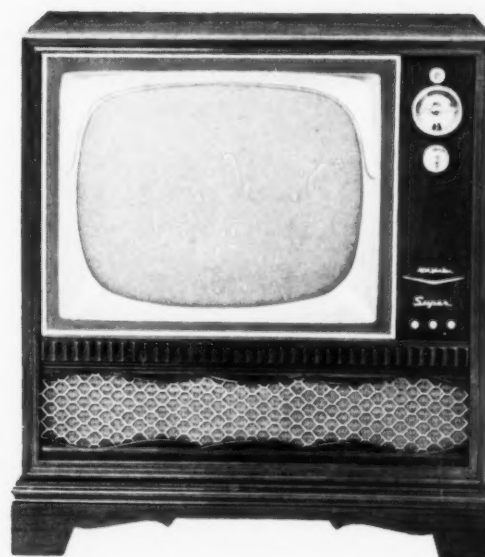
## MODERN CONSOLE



**Name: RCA Victor Westland**

**FEATURES:** • Cascade Tuner—RCA Victor's most powerful—for maximum performance! • Chassis is Transformer-Powered for greater safety! • Keyed AGC adjusts to suit varying signals! • Security-Sealed Circuits seal in quality, seal out trouble! • Tube-Saving Power Surge Resistor for longer life for every TV tube!

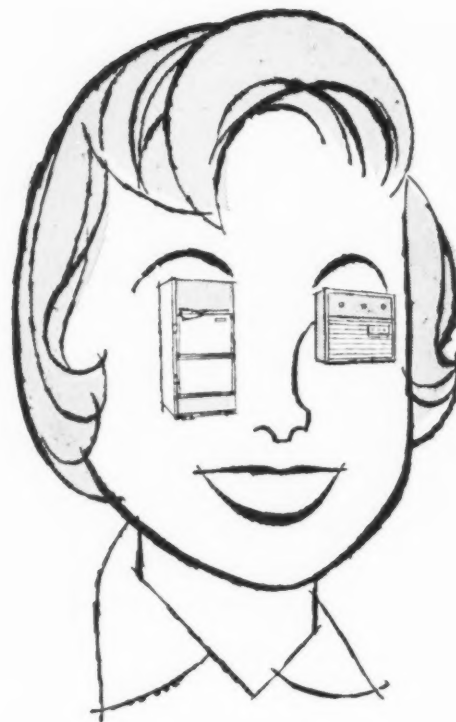
## TRANSITIONAL STYLING



**Name: RCA Victor Statesman**

**FEATURES:** • Surprisingly priced for profit! • "One-Set" Electronic Fine Tuning easy to demonstrate! • Large hidden casters let set move! • Lighted tuning control, channel indicator! • 2 Speakers! • Transformer-Powered for greater safety! • Keyed AGC adjusts to suit varying signals! • Tube-Saving Power Surge Resistor for longer tube life! • Security-Sealed Circuits seal in quality, seal out trouble!

# Her lips may say "Service"...



## BUT there are new appliances in her eyes

When a woman calls for appliance service, that's what she wants—fast, courteous and reasonably priced! And, while she may be satisfied with your service, the woman has never been born who can stay completely happy with an *old* appliance—no matter how well it performs. That's where your serviceman can aid sales . . . if he knows his Customer Relations!

The impression made by a competent, courteous, conscientious serviceman *can* make the important difference in helping a woman decide where to go to purchase new or replacement appliances. *And that's where Frigidaire Service Training comes in!*

At each of the 30 well-equipped strategically located General Motors Training Centers, men are developed into skilled Service Technicians through tuition-free comprehensive courses on products and procedures. In addition, the capable factory-trained-trainers teach each man to "put himself in his customers' shoes" . . . to build future sales through better Customer Relations.

Next time a woman calls for service, bear in mind the fact that you may be closing your eyes to future sales—unless your men are trained in *all* phases of service representation, including the building and maintaining of customer good will.

## FRIGIDAIRE Golden Rule Service



**Display this proof  
of outstanding  
Customer Service**

Frigidaire Dealers who meet and maintain eight standards of excellence are awarded an engraved Award of Merit plaque . . . proof for all to see that these dealers know how to keep customers—happy! For information on Frigidaire Service Training and the Award of Merit Program, call or write the Factory Branch or Distributor's Office listed on the next page.

# WILL AIR CONDITIONING SET SALES RECORDS AGAIN?

STUDY STARTS ON PAGE 57

air conditioning trend which goes to the very heart of the industry's long term problem. If the industry can engineer sufficient heating capacity into the air conditioner—it will have solved in one swoop a whole raft of its basic problems. It will have produced an item which can be sold year round like automobiles can be and the industry can emerge as a full fledged competitor for consumer goods business spread out over a complete year. With a year to work in, the industry can develop the smooth promotion, training and merchandising it needs to really change its old spots, and break the chains of weather whims.

If the room cooler packagers—the mass merchandising brands—can pull off such a hat trick, they will be in position to create two cataclysms. First they'll give the appliance account which now moves the air conditioner in the hot months an all year packaged item to sell to millions of existing homes, each of which could be a customer for multiple units once the heating part of the unit and its operational costs compete favorably with central heating systems and their operational costs.

Taking the whole thing a step farther, the heat pump makers see window heat-cool units and central heat-cool units bringing the year round heating and cooling option to every home new and old. Until all U. S. homes collapse of age and are replaced by air-conditioned-as-they're-built versions, the old home market could become a long, long fish-in-the-rain barrel, market for window units.

Even now, however, the customer who needs area heating (the bedroom in the morning for instance) but chooses not to turn on the central heating system for the whole house is a customer for the window heat-cool unit. And heating alone extends the season of the room cooler beyond the critical few weeks that now bind it.

In short, this whole heating potential gives the appliance dealer an opportunity to identify himself in the customer's eye as the place from which window units can be purchased. Concentration on air conditioners this year and next can be considered

a vital investment in a big future potential.

## How To Sell in '59

In planning this year's air conditioner selling, several key points should appear on any check list:

**Capacity is getting more important.** The customer, long wary of hysterical advertising claims, is now beginning to understand capacity. Motivational research conducted by the Air Conditioning Marketing Council shows that on a list of "things customers object to most about air conditioners", capacity is now the number two item when only a few years ago it was number 15.

The name plated BTU trend this year will further emphasize the capacity of the unit. Although all makers will not be going along with name plate capacity this year in all models, some will and the cheese will begin to get more binding. By next year "the small stuff" will have been cleaned out of the inventory and the name plate trend will be ready to go full blown.

**The mix is shifting.** "Small stuff" is what manufacturers call all those units below a magic line drawn through the mix. Though there are still portables being shown and more being introduced, most feel the portables and units below 1-horse-power and about 8000 BTUs will amount to less than 25 percent of the unit business this year. Conversely some 75 percent of the business will be in units above the 1-horse, 8000 and many makers will be producing nothing below that line.

**Excise taxes—which previously taxed only units below the 1-horse size—will be extended to all sizes in July of this year.** But most makers believe that the advantage will not revert to small stuff. They see the larger units getting a bigger share. The 1½- and the 2-horse units continue to get bigger at the expense of the ¾ of last year.

**Noise is an area of competition this year.** Some makers will start to talk noise levels and the word "decibel" may come into the salesman's vocabulary. Already engineers are saying their units—which may range in noise level from some 50 deci-

bels to 65 are "the quietest" and phrases like "purrs down to 52 dbs" may start rolling off as easily as "11,000 BTUs."

## Price: Still A Problem

But lest the picture get too rosy, the pricing problem is still with the business and "was-is" techniques will still be in evidence to remind the consumer that he didn't trust the air conditioning industry much last year whether it was hot or cool.

"Getting rid of that small stuff" will perpetuate price activity. December air conditioning promotion in Washington, D. C., had deluxe ¾ units in the paper at advertised prices of \$189 on costs of \$129 on one line, and a major competitor was out of the paper but in the selling market with deluxe ¾'s costing \$115 with service included.

Price conditioned dealers were already complaining, that \$189 for ¾ units was too high to coax anybody into a store anytime, much less in December, and that \$159 would have been more magical.

And the pricing of the 1959 lines does not attempt to solve anything either. More and more manufacturers are ducking the national list price responsibility and leaving it up to the distributors. There's plenty of factory talk about "honest BTU ratings," but nary a word on realistic list pricing that might ease another round of "was-is" hysteria in newspapers.

All this leads one marketing expert to pose what may become the \$64,000 question in 1959: If the industry wishes to tell the world how honest it is getting, which phrase says it in plainer English—honest BTUs or honest prices?

## Dehumidifiers

The dehumidifier business is expected to do about 220,000 to 250,000 units in 1959 compared with 225,000 in 1957 and about 210,000 for 1958. About 95% are sold to homes.

It is significant that the consensus produces reasonable agreement. Not long ago, some crystal ballers were quoting the market potential of the industry at half a million units a year. Since then there has been read-

Continued on page 102



**When she calls, your reputation is at stake...**

**protect it with genuine Frigidaire parts**

Why risk losing customer good will. Use genuine Frigidaire parts and call this fact to your customers' attention. She'll appreciate the resulting performance. You'll like the way they fit and the way they cut down on call-backs. For information on parts built-to-fit by Frigidaire, call or write:

## FRIGIDAIRE SALES CORPORATION OFFICES

ATLANTA, GA.  
2995 E. Ponce de Leon Ave., Decatur, Ga.  
BALTIMORE-WASHINGTON  
2315 Cecil Ave., Baltimore 18, Md.  
BOSTON 15, MASS., 25 Blandford St.  
BUFFALO 2, N. Y., 1018 Main St.  
CHARLOTTE 1, N. C., P. O. Box 1192  
CHICAGO 51, ILL., 1200 N. Homan Ave.  
CLEVELAND 14, OHIO, 1729 E. 22nd St.  
DAYTON 19, OHIO  
P. O. Box 597, Far Hills Station  
DENVER 4, COLO., 215 Wazee Market  
DETROIT 28, MICH., 13940 Tireman Ave.  
FORT WORTH 7, TEXAS, P. O. Box 9847  
KANSAS CITY 16, MO.  
1534 Burlington St., North Kansas City  
LOS ANGELES 58, CALIF.  
P. O. Box 58314, Vernon Branch  
MINNEAPOLIS-ST. PAUL, MINN.  
2331 University Ave., S. E.  
Minneapolis 14, Minn.  
NEW ORLEANS 19, LA., 4141 Bienville St.  
NEW YORK 19, N. Y., 1775 Broadway  
OAKLAND 8, CALIF., 1250 53rd St.  
PHILADELPHIA 24, PA.  
500 E. Hunting Park Ave.  
PITTSBURGH 6, PA., 248-50 S. Euclid Ave.  
PORTLAND 9, ORE., 1035 N. W. 14th Ave.  
ST. LOUIS 8, MO., 482 N. Kingshighway Blvd.

## FRIGIDAIRE DISTRIBUTORS

EL PASO, TEXAS  
W. G. Walz Co., 500 San Francisco St.  
HAGERSTOWN, MD.  
Potomac Edison Co., 55 E. Washington St.  
HOUSTON 2, TEXAS  
Cox & Blackburn, Inc., 2301 Commerce Ave.  
INDIANAPOLIS 2, IND.  
Refrigerating Equipment Co.  
900 N. Senate Ave.  
LOUISVILLE 1, KY.  
Smith Distributing Co., P. O. Box 1495  
MEMPHIS 3, TENN.  
McGregor's Inc., 1071 Union Ave.  
MIAMI 36, FLA.  
Domestic Refrigeration Co., Inc.  
134 N. W. Third Ave.  
OMAHA 8, NEB.  
Major Appliance Co., 1101 Jackson St.  
ROCHESTER 4, N. Y.  
Chapin-Owen Co., Inc., 205 St. Paul St.  
SALT LAKE CITY 11, UTAH  
W. H. Buntz Co., P. O. Box 1350  
SAN ANTONIO 6, TEXAS  
Straus-Frank Co., P. O. Box 600  
SIOUX CITY 2, IOWA  
D. K. Baxter Co., P. O. Box 1707  
SPOKANE 1, WASH.  
Sunset Electric Co., North 703 Division St.  
SYRACUSE 1, N. Y.  
Onondaga Supply Co., Inc.  
344 West Genesee St.  
TAMPA 2, FLA.  
Byars-Forgy, Inc., 105 Twigg St.  
TORONTO, CANADA  
Frigidaire Products of Canada, Ltd.  
1901 Eglinton Avenue, E.  
Scarborough, Ont., Can.



**FRIGIDAIRE**

Backed by General Motors

Frigidaire Service Department, Dayton 1, Ohio



**SENSATIONALLY  
NEW!**



...from the maker of  
"America's Finest GAS Range"...

**ROPER**

# BIGGEST TOP-BURNER NEWS IN A DECADE!

## ROPER "CIRCLE-SIMMER" IS ALL NEW!

Revolutionary new design combines *forged* aluminum burner head with steel mixing chamber to eliminate excess weight and provide far more efficient operation. A triumph in easy cleaning.

Tower pilot assures instant starting . . . steady low keep-warm flame. Another great gas range "first" from Roper.

Investigate the all-new Roper Circle-Simmer top burner now!

**GEO. D. ROPER SALES CORP.**  
a subsidiary of Geo. D. Roper Corporation  
Kankakee, Illinois

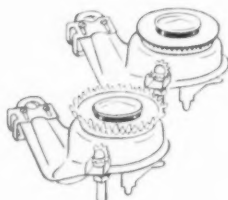
**NEW  
LIGHT WEIGHT**  
Less than half the weight of old-fashioned, inefficient cast-iron burners.



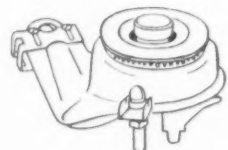
**NEW  
CLEANING EASE**  
Complete burner lifts out easily for convenient washing at the sink.



**NEW  
FLEXIBILITY**  
Every conceivable heat speed from low keep-warm flame to full rushing flame.



**AUTOMATIC,  
TOO**  
Available with new Flame-Set Roper Tem-Trol automatic heat control.



**WRITE DEPT. EM FOR  
COMPLETE INFORMATION**

**no**

**close**

**profit-shaves**

**with**

**FASCO**

**Fans**

FASCO INDUSTRIES, INC.  
Rochester 2, New York

**BIG**

**EXTRA PROFIT**

**only FASCO**

**has 2 PLANS**

**1. Big Extra Profit**

**2. Or Protection**

If you missed us at the show, our representative would be pleased to call and give you all the details. Just send coupon to:

FASCO INDUSTRIES, INC., Rochester 2, New York

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

EM 250

# NEW! Arvin

## ALL-IN-ONE STEREO PHONOGRAPH WITH DETACHABLE WING SPEAKERS



### ARVIN QUALITY FEATURES

- Two 6" detachable matched speakers
- Four watts power output
- 4-speed intermix automatic changer
- Dual sapphire styli stereo cartridge
- Frequency response to 13,000 cycles on both channels
- Two 10-foot detachable interconnecting cables
- Tone and volume controls on both channels simultaneously
- Stereo balance control for equalizing volume level—wherever speakers are placed
- Handsome charcoal gray pyroxylin fabric on wood cabinet

\*Prices slightly higher for West and South

**Arvin makes stereo easier to sell  
by making it**

**EASIER TO USE, EASIER TO AFFORD**

At a spectacular low price, ARVIN offers the latest development in hi-fi stereo phonograph design—one space-saving, wing-speaker unit that provides the utmost in convenience, versatility, economy.

Two hinged speakers swing out from the handsome cabinet which houses the dual-channel amplifier, turntable and controls. Just swing the speakers outward (no other connection needed) for instant "close-up," stereo record playing; extend either speaker up to 10 feet from main unit; or extend both speakers up to 10 feet on both sides by flexible cable.

These three connection arrangements allow unlimited variations of speaker placement in large or small rooms—for perfect stereo listening by any number of people.

No other phonograph offers such easy, wide-range adaptability—plus top quality—at so low a price!

**8 OTHER SUPERB ARVIN  
PORTABLE PHONOGRAPHS  
\$34.95 to \$119.95\***

**You HEAR as if you're THERE!**



**Electronics and Appliances Division • Arvin INDUSTRIES, Inc., Columbus, Indiana**

*Arvin also manufactures Home Radios, Portable Electric Heaters,  
Electric Fans, Car Heaters, Ironing Tables, Leisure Furniture and Barbecue Grills*

## AIR CONDITIONING

STORY STARTS ON PAGE 57

justment of thinking. One school of makers sees the business never breaking out beyond sales of about 250,000—the other more optimistic group sees a higher potential but one which will take longer to reach than was originally thought.

Conservatives feel that estimates of 500,000 brought too many opportunist assemblers into the business, brought over production, dumps—and added an almost permanent footballing stigma to the appliance. Heavy inventory brought some advertised low lows down as far as \$59 in an industry which had considered \$99 as its most important price bracket.

Optimist manufacturers say that the industry's problem is not overpopulation simply, but undereducation of the public. "They don't know what dehumidifiers are—or what they can do."

The big secret in selling dehumidifiers is the planting of one in a community of homes with basements plagued by rot, mildew and dampness rust. Leaders say that one customer using the appliance produces almost automatic word of mouth radiation. Most successful dealers are those who put the units out on home trial specifically to create such radiation.

In the product itself, the strong trend to deluxe units with automatic humidistats (which turn the unit on and off depending on humidity conditions) begun two years ago continues. One leader claims that the customer exposed to the choice of units with or without humidistats takes the humidistat model four out of five times earning a \$20 step up for the retailer.

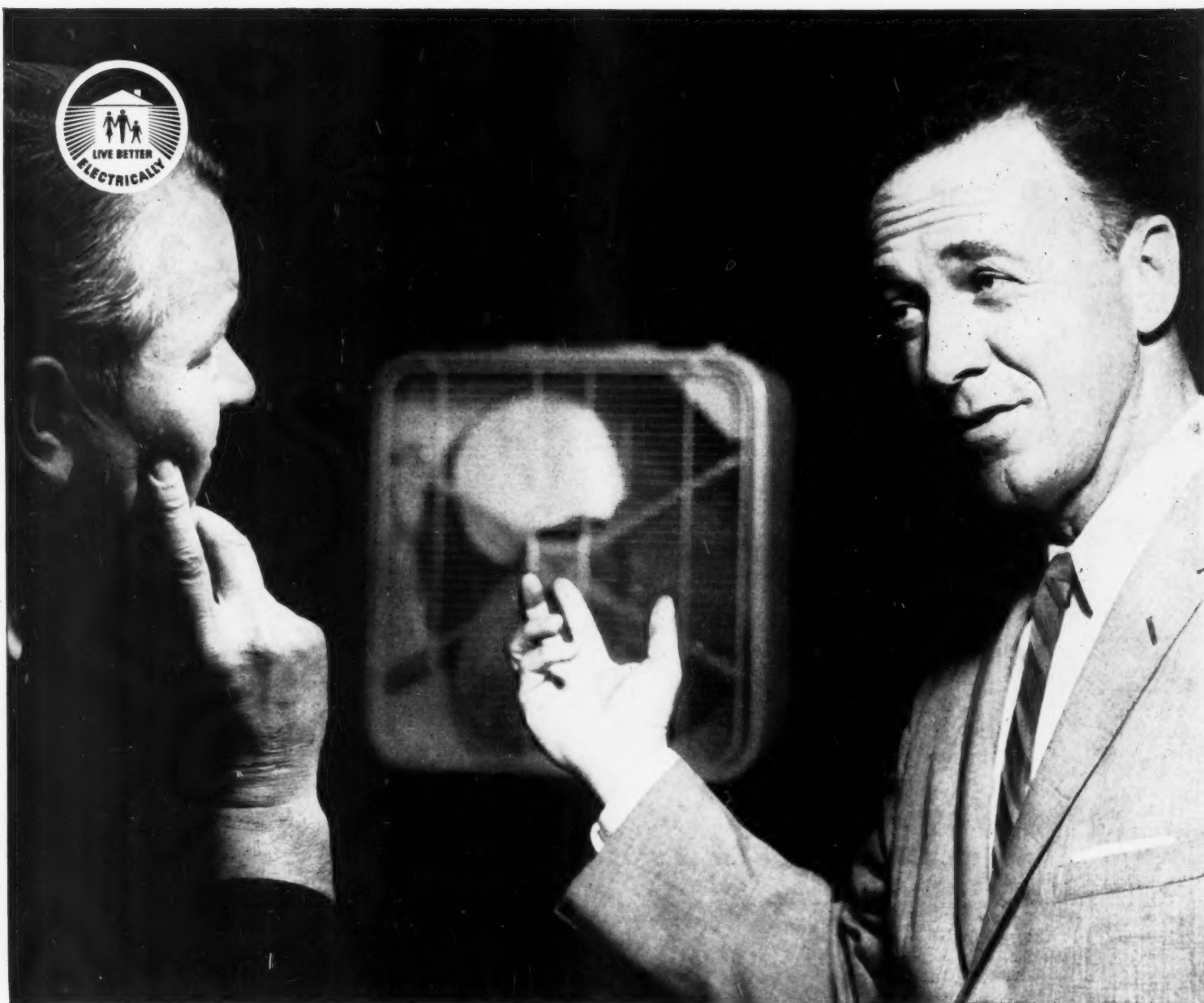
Other step up features of the deluxe units include: more capacity—remove 30 plus pints of water from air in 13,000 cubic feet 24 hours compared with 20 plus pints from about 10,000 cu. ft. for lower end models in two model lines. Average basement has 6,000 to 8,000 cu. ft. of air.

Geographically the market is tight, restricted mainly to that area north of the Mason Dixon line and east of the Mississippi.

Selling seasons follow the air conditioner season directly. Sales are concentrated in five months from April to September with July and August as the big months.

End





A General Electric fan motor

## CAN HELP YOU MAKE THE SALE



You'll be able to sell that unconvinced fan customer a lot faster when you tell him "this fan has the best motor on the market. It's equipped by General Electric!"

### HERE ARE SALES POINTS FOR YOU . . .

**Better Moisture Protection.** A new insulation system protects General Electric's "SLIM" motor better than ever against moisture (also a big advantage for evaporative coolers). Standard "SLIM" motors meet UL rain-test specifications.

**Longer Fan Life.** G-E motors have a proved long-life bearing system. Bearing wear is minimized and the bearing system is re-oilable for even longer fan life.

**Greater Air Flow Volume Possible.** High efficiency of the new G-E motors gives more constant fan speed and greater air movement than previous designs.

**Quieter Operation.** Noise levels are reduced by the new insulating system, which reduces vibration and hum.

**DEMONSTRATE THE ADVANTAGES** of G-E fan motors to your customers.

**Fast Acceleration.** "SLIM" fan motors come to speed faster, even when starting at the low or medium speed setting.

**Fast Reversing.** You can show your customers that fans with G-E shaded-pole motors will switch from full speed in one direction to full speed in the other direction in less than 30 seconds. Also, tell them tests prove "SLIM" motor design contributes to longer reversing switch life.

**WHY NOT SELL** the fan with the motor that does the best job for both you and your customers? On your next order, ask your distributor to supply you fans and evaporative coolers equipped with G.E.'s new "SLIM" motor. And, tell your salesmen to talk motor benefits. For more information, write Section 632-15 for Bulletin GEA-6891, General Electric Company, Schenectady 5, N. Y.

# GENERAL



# ELECTRIC

Philco announces a comprehensive  
the radio, television and household

# Philco Unified

Philco has been growing faster each year. Each Philco product division has been bent on new and better products and new and better ways to market them. Each has been working hard to achieve a common goal.

Now, Philco pulls all this effort together under the Philco Unified Marketing Plan to develop and merchandise a *full-line, full-time* program.



**Philco primes your sales pump with dramatic new products that people want!**

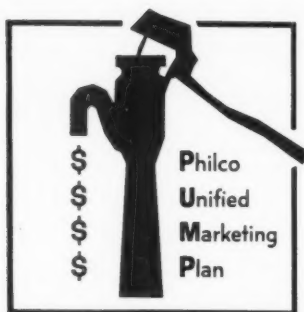
- Philco will continue strong in product innovation. We will bring to every line the kind of excitement that Philco Predicta brought to TV!
- Philco will put quality ahead of all other considerations. Only quality materials go into Philco products. Quality controls are rigid, unrelenting and unmatched in the industry.
- Philco will *keep* customers satisfied, and dealers proud of the products they sell, with swift and efficient Philco Factory Supervised Service.

# PHILCO

QUALITY FIRST! ®

plan to pump new life into  
appliance business.

# Marketing Plan



**Philco builds your sales volume with unprecedented advertising pressure—a completely new concept in durable-goods advertising!**

- Philco advertising in national magazines will be the biggest *related* full-line campaign in the industry (41 ads in the first quarter alone!).
- Philco advertising will have a bold new look that will make the public more conscious of Philco than ever before.
- Philco will have more spectacles on TV at peak seasons. More programs like the Miss America Pageant, which won last year's biggest TV audience—62 million!
- Philco will back up these TV wallops with locally integrated newspaper and Sunday-supplement ads and intensified week-after-week TV spots . . . all carefully planned to meet dealers' full-line, full-time promotional needs.



**Philco assures profitable selling with competitive pricing, adequate margins and a workable financing setup!**

- Philco prices on all lines at all levels will put Philco dealers in a strong competitive position.
- Philco margins will be planned to create dealer profits in dollars—not nickels and dimes!
- Philco will expand activities of Philco Finance Corporation to assure every dealer adequate financing arrangements.

---

**P.U.M.P. will make the Full-Line Philco Franchise the most desirable in the industry! If you are now a Philco Dealer, you are in a strong competitive position in today's market. If you are not—you will want to call your Philco distributor right away!**

---





R. W. BOMGARDNER, BOMGARDNER'S FURNITURE & APPLIANCES, Topeka, Kansas, says:

## "The Yellow Pages help me do a complete selling job!"

"My store is listed under the trade-marks of many nationally-advertised brands of appliances. And the brands I feature are listed in my store's display advertising in the Classified. In that way, I'm sure of reaching prospects who shop the Yellow Pages by brand or product category."

Turn brand-conscious prospects in your area into brand-new customers! Advertise your store, your products and services in the Yellow Pages — where 9 out of 10 shoppers look when they're ready to buy. Call your local telephone office for full information now!



**RCA**  
**ZENITH**  
**Hotpoint**

**CE 3-2317**

WE SERVICE EVERY SET WE SELL!

**Bomgardner's**

**1706 W 10th 9 AM To 8:30 PM**

THIS DISPLAY AD...plus more than 25 other classified ads and listings...turns Topeka shoppers into Bomgardner customers.

## He Sold 135 Units In February

STORY STARTS ON PAGE 59

**I**N two weeks of last year's frigid February, The Harvey Company, a leading Nashville department store, proved that room air conditioners need know no season.

Between February 14 and 22 (when daytime temperatures seldom hit above 20, and 0 was common at night), Harvey's sold 135 window units for a dollar volume of about \$28,000 in a pre-season promotion that had something for everyone—consumers, the big store's air conditioner salesmen, and all of its clerks.

The promotion was conceived by Jim Tyree, Harvey's general manager of appliances and furniture, and officials of Moore-Handley Hardware Company, local Fedders distributor. It was made up of a series of effective buying inducements and sales incentives, carefully interrelated to funnel prospects from every corner of the store into the appliance department.

Harvey's lit the fuse with a full-page Sunday ad in color. Central theme of this key ad was the main handle of the consumer phase of the promotion—"Register in Harvey's appliance department for a free eight-day vacation for two in Jamaica". (To keep it legal, a nothing-to-buy hook had to be used.)

But there were other handles, too—inducements of price and deferred payment, plus a smart rephrasing of the bewhiskered "five-year warranty on compressor" bit.

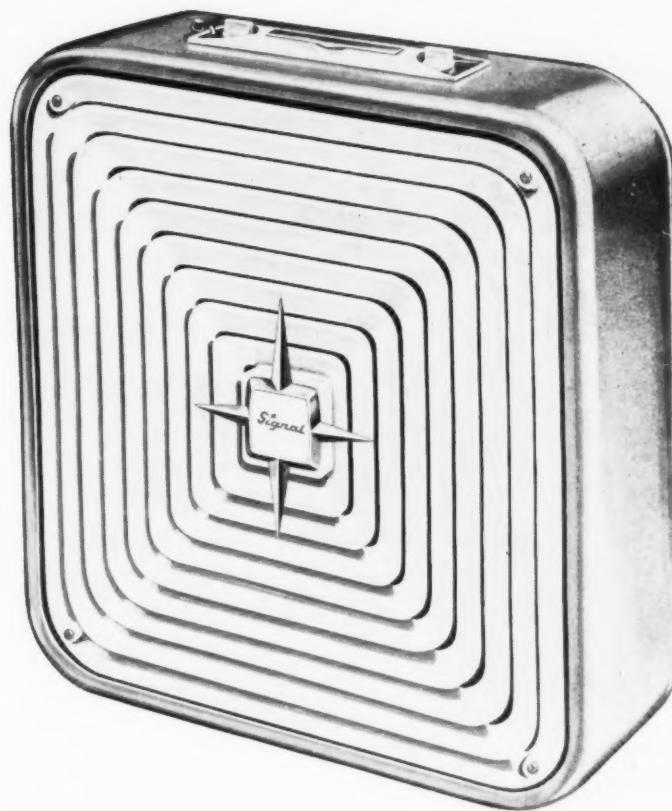
The ad was built around a  $\frac{3}{4}$  hp. thermostatless closeout, tagged at \$169.95 ("regularly \$269.95; buy now, save \$100"). Emphasis was placed on a relatively painless payment plan. Finally, in place of the usual statement of warranty, the units were billed as "guaranteed until 1963."

The same material was compressed into a 40-inch combination morning and evening ad for the rest of the week, excluding Monday; blown up to a half-page the following Sunday; and rerun in the 40-inch format twice a day

*Continued on page 110*

# ✦ ***STRONGER THAN EVER...AFTER 68 YEARS***

Let your customers buy on impulse!  
You'll do a lot better in the fan business  
if you stop fooling with mark-downs and  
distress goods. Get the Signal — it's  
been a profitable mark-up fan line for  
68 years. Signal's the complete line, complete  
with every cooling feature — and with a few  
that lead the pack in impulse buyer appeal.  
Signal pioneered electrically-reversible  
cooling, no-draft, natural cooling and  
the 5-Year Guarantee. And Signal has been  
making profit-sense for 68 years.



Diffused  and Direct Cooling  Both from One Unit!

Get the ***Signal***



SIGNAL ELECTRIC DIVISION • KING-SEELEY CORPORATION • Menominee, Michigan

# New! Exciting! Sensational!



## NEW! 2-BUTTON SON-R\* WIRELESS REMOTE CONTROL . . . WORLD'S SMALLEST AND FINEST

- TURNS TV on
- TURNS TV off
- CHANGES channels
- ADJUSTS volume to 3 levels

Fits into magnetic pocket on side of set when not in use.

\*Pronounced SO-NAR.

We're blasting open the 2nd and 3rd set market with two fabulous new portable TV series totally unlike anything you've ever seen or heard! They're Portable! They're Table Models! They're remote controlled by an amazing new Son-R, tiny as half a pack of cigarettes...the world's smallest wireless remote control unit.

Admiral's new portable TV line gives you the first complete step-up program in remote control—1-button to 2-button units!

**Model P517F22 (above)**—The most versatile TV ever built. Take it to any room. Tune it from anywhere in the room with Admiral's amazing new 2-button Son-R remote control. Slimline design. Built-in antenna. 15,500 volt chassis. Black Magic picture tube. Convenient carrying handles. Touch-a-matic bar tuning at the set.

**Model P517F12 (right)**—World's lowest priced remote controlled TV! Tune it with the industry's first complete function 1-button remote control, Admiral's latest Son-R miracle. Slimline cabinetry. 15,500 volts of picture power. Touch-a-matic bar tuning at the set.

And it's the world's lowest price remote control TV!  
Includes remote control unit! No extras to buy!  
This new concept in Son-R TV starts at

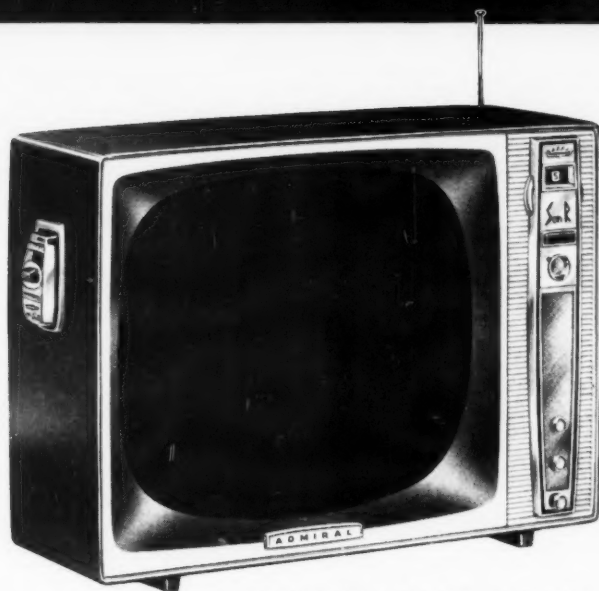
**\$199<sup>95</sup>**  
LIMITED TIME ONLY

## See them at your Admiral Distributor...now!



# New Admiral 17 inch Son-R TV...World's First Portable TV with Wireless Remote Control!

†Overall diagonal;  
viewable area,  
155 sq. in.



*Retube with genuine Admiral picture tubes and receiving tubes. Insist on genuine Admiral components.*

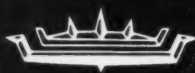
## NEW! 1-BUTTON SON-R\*

WIRELESS REMOTE  
CONTROL . . . WORLD'S  
SMALLEST AND FINEST

- TURNS TV on
- TURNS TV off
- CHANGES channels

Fits into magnetic pocket on  
side of set when not in use.

\*Pronounced SO-NAR.



MARK OF QUALITY THROUGHOUT THE WORLD

# Admiral



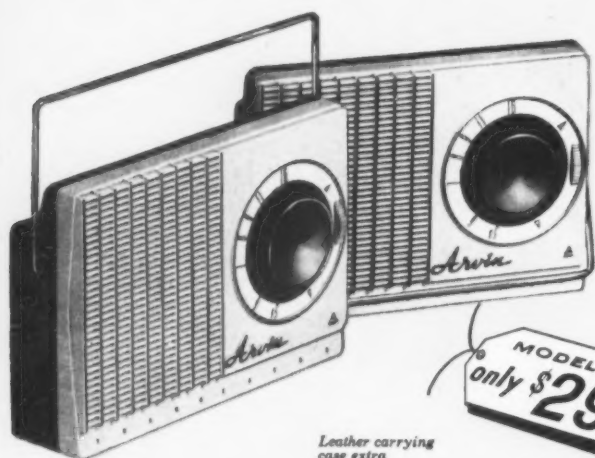
Sold in 90 countries...manufactured in the U. S. A., Argentina, Australia, Brazil, Canada, Italy, Mexico, Philippines, and Uruguay • Admiral Corp., Chicago 47, Ill., and Port Credit, Canada

## Tonic for Spring-Time Portable Sales and Profits!



# Arvin presents two new, high-quality, low-priced all-transistor portables

Arvin's superior engineering is a powerful selling force—because radio customers want the assurance that a reliable reputation gives. With these two new models you can offer a total of seven all-transistor Arvin portables, covering the market from \$29.95\* to \$79.95\*.



Leather carrying case extra

### Fresh styling in an all-transistor portable

Distinguished two-tone cabinet in choice of Siamese pink or charcoal with contrasting off-white face. Brass-tone trim and folding handle. Reflex audio transistor stage produces superior tone quality and peak performance. Uses only four "C" flashlight cells with estimated 100-hour life. Size 7" x 5" x 2 1/4".



## NATIONALLY ADVERTISED

### Seven-transistor table-portable

Brilliant new styling in three striking color combinations: gray with gold-flecked white face; charcoal with black face; off-white with gray face. Stands upright as a portable, or lies flat as a table model. Two-way dial for easy reading in either position. Seven premium-quality transistors plus two germanium diodes for unexcelled performance; automatic volume control; push-pull output; 3-inch speaker; earphone plug. Uses four "C" flashlight cells with estimated 300-hour life. Size 7"x5"x2 1/4".



Leather carrying case and earphone optional.



OTHER ARVIN RADIOS—PORTABLE, TABLE, CLOCK, STEREO—23 MODELS, \$16.95 TO \$100.00\*



Electronics and Appliances Division • Arvin INDUSTRIES, Inc., Columbus, Indiana

Arvin also manufactures Phonographs, Portable Electric Heaters, Fans  
Car Heaters, Ironing Tables, Leisure Furniture, Barbecue Grills

\*Prices slightly higher for West and South

## HE SOLD IN FEBRUARY

STORY STARTS ON PAGE 59

on Tuesday through Friday of the sale's second week. This was the only advertising used.

Within the store, the lure of two of Fedders' Paris vacation trips for non-appliance personnel secured almost 100 percent cooperation among Harvey's salespeople, whose job it was to steer anyone and everyone to the appliance department. This vital store-wide phase of the activity found clerks wearing outsized teaser buttons lettered "M.I.M.A.S." (which stood for "May I make a suggestion"), and armed with a brief pitch on the store's preseason room air conditioner sale.

Clerks gave prospects referral slips, and sent them packing over to the appliance department. There, salesmen took the slips, registered the prospects for the two Jamaica trips, and sold air conditioning.

### Selling-Up from a Leader

The men, all of whom are on straight commission, had three steps to work with—the first, up \$30 from the leader to a one-hp, 220-volt unit for \$199.95; the second, up another \$20 to a one-hp, 110-volt cooler at \$219.95; the third, up \$40 more to a 1 1/2-hp model for \$259.95. All was 1957 merchandise. All but the leader went unadvertised.

Normal installation of 110-volt units in double-hung windows was handled by Harvey's for a flat \$10. Wiring of 220-volt models, brought up for discussion only after sales were all but iced, was arranged by the store, flat-rated at \$25, added to conditional sales contracts.

All who wished to register for the Jamaica vacations were allowed to do so, whether or not they bought. Each time a sale was made, the referral slip which the customer had received elsewhere in the store, and had given the salesman, was stapled to the sales ticket and sent with it to the credit office. There, the slip was dropped into the container from which the employee trips to Paris were later drawn. Referral slips from prospects who failed to buy were retained for follow-up.

Of the 135 unit sales chalked up during the promotion, 60 were \$199.95 one-hp coolers; 39 were \$219.95 one-tonners; and 33 were 1 1/2-hp models. Three of the leaders were sold. End



# FREE OFFER FROM Presto®

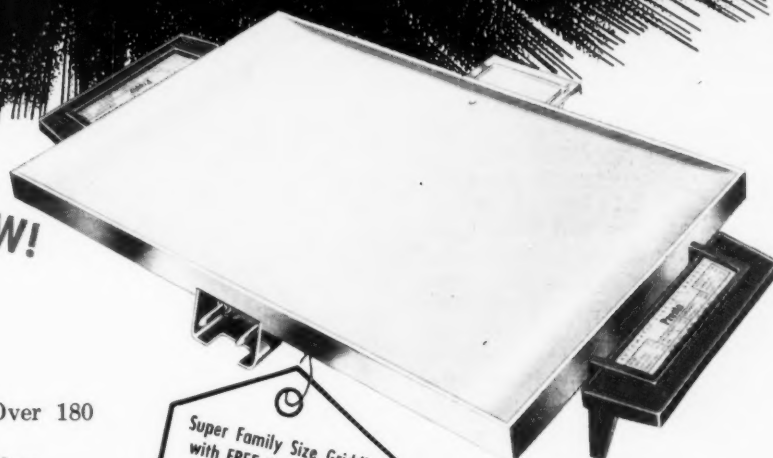
## Control Master® GIVEN AWAY WITH



### NEW! NEW! NEW!

#### Super Family Size Griddle

- 17" Long, 11" Wide! Over 180 Sq. Inches!
- Stick-Proof, Silicone Surface
- Exclusive Slide-Out Drip Tray
- Menu Guide Handles
- Stain Resistant, Warp-Proof



Super Family Size Griddle  
with FREE Control Master  
**\$19.95**

**OR**

#### Famous Sales-Winning 12" Fry Pan

- Square Shape for Extra Capacity
- Menu Guide Handle
- Stick-Proof Silicone Surface
- Portable . . . Cook at the Table
- Legs Won't Scratch Table



12" Fry Pan with  
FREE Control Master  
**\$16.95**

**FREE**  
**\$6.95** Control Master®  
RUNS A FAMILY OF  
APPLIANCES

PLUGS IN to cook perfect meals by controlled heat . . . automatically!

DETACHES so appliances wash completely under water, handles and all!



**WHOLE DEAL  
BACKED BY BOOMING  
AD DRIVE OF 189,000,000  
IMPRESSIONS**

**LIGHT THE FUSE FOR '59 SALES WITH . . .**



Stainless Steel  
Beverage Pitcher



Submersible Automatic  
Coffeemaker



Stainless Steel and  
Aluminum Pressure Cookers

**7 Submersible Control Master Appliances**

# Presto®

NATIONAL PRESTO INDUSTRIES, INC., Eau Claire, Wis.

© 1959 N.P.I.I.



## SELL SPECIAL MARKETS

STORY STARTS ON PAGE 62

In the Sacramento Valley, such days are many—and long stretches with the temperature around 110-deg. are not uncommon. Actually, the effectiveness of the advertising doesn't show until about the third day of a hot spell, says Bauman. The most effective day for the radio spots is Monday, particularly the day after a long, hot week end. On such a Monday, Bauman may increase his spots to "saturation" level.

• **What Hours?** From experience, Bauman has his radio spots scheduled for the hours from four to six in the afternoon—at least he will schedule more of them for those hours than any other time of the day. This is the time, he points out, when husbands are in their autos, sweltering and heading home to a house that will offer little if any relief. Many wives are listening at that time while they suffer through preparation of dinner. "Hit them again and again while they're hot and bothered—offer them a simple way out of their discomfort. Don't waste advertising money during the season on people who are cool and comfortable," advises Bauman.

Sunday advertising follows a different pattern. Economy's spots for hot Sundays are scheduled for the after dinner, evening hours—when families without adequate house cooling will usually go out for a drive and listen to the auto radio.

• **What Copy?** Economy's spots are not complicated. Repetition is the most important factor, says Bauman. His copy aims at the listener's present and potential discomfort with slogans—"Beat the Heat", "Why Swelter in Your Shelter", "Sleep Tonight!". They are followed by Economy's sales story, usually about a price-leader model to point out that the listener can solve the heat problem at a reasonable cost (and to keep Economy competitive with other air conditioner advertising.) "You can't hold prospects' attention long enough on a radio spot to sell the 'custom installation' story—you have to leave that until you get them on the floor. But the spots are effective in getting

their attention to something they want—cooling—and getting across that Economy Appliances can provide this cooling at a low cost," says Bauman.

## II. Do-It-Yourself

Custom wall installations and wiring allowances can't be a dealer's only approach to air conditioning. Bauman points out. The custom sales are high-end business and they must be balanced with other types of room air conditioner selling to give the dealer a chance at his full market. About 40 percent of Economy's air conditioner volume during the 1958 season came from Bauman's efforts in developing two marginal markets.

"The Do-It Yourself Market" is a polite description of that room air conditioner business which is consummated at the dock on a cost-plus and cash and carry basis. It is a steady business in Sacramento where all of the older homes and many of the new have one or more evaporative coolers which can be replaced easily with 110-volt refrigeration types.

Economy sold air conditioners from its dock at cost plus a 10 percent markup when customers insisted on that type of unit and that method of buying. During the early part of the season, Bauman realized about 16-18 percent on such a sale. Later in the season when promotional allowances were being offered by distributors, his gross went up closer to his normal 24 percent average. However, the margin on this type of business is subject to day to day adjustment, depending on competitive advertising.

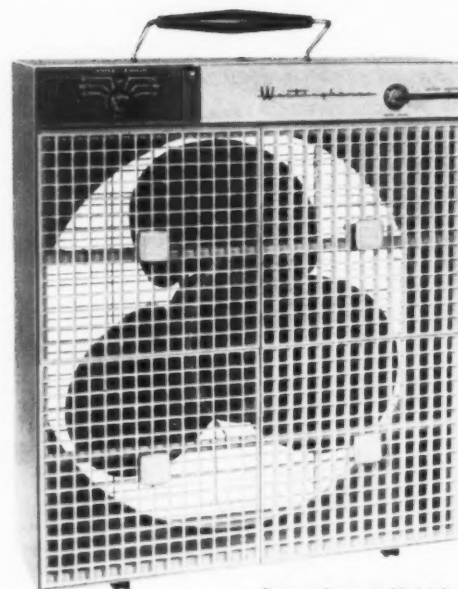
There are several reasons for selling to this market, even by a dealer who is set up for, and prefers, sales that include delivery, installation and service, says Bauman:

(1) It gives the dealer a mid-season opportunity of getting rid of those models in his stock which have proven to be slow movers.

(2) By having a means of promoting to this market the dealer can take advantage of special buys offered by distributors as the season progresses,

# WESTINGHOUSE

... IN ALL-NEW FANS!



Custom Supreme Model C-1

- Fashion-thin window fans—fixed or portable
- Heavy-duty Mobilair® Fans—wheel anywhere
- Smart Riviera Fans designed for offices and factories
- Efficient oscillating fans for use everywhere



Model M-1 Mobilair Fan



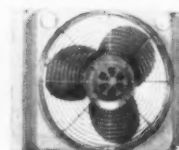
Deluxe Model D-1



Model R-2022 Riviera Fan



Super-Deluxe "16" Model 16SD4



Adjustable Panel Automatic Model AWF-3530



Deluxe Mobilair Fan Model DM-1

# GIVES YOU *MORE!*

... IN ALL-NEW

## **Poweraire**<sup>®</sup>

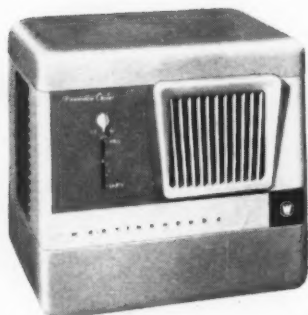
### AIR COOLERS



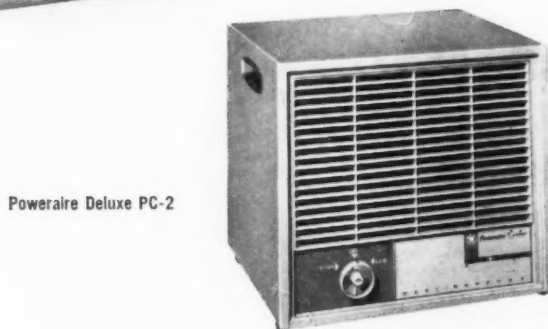
Poweraire Custom PC-3

New low-cost cooling and circulation!

- Portable—easy-to-move from room to room
- Powerful—blower type fans move air rapidly in a jet stream
- Tel-a-Glance water level indicator tells when water reservoir needs refill
- Three high-style models



Poweraire Bantam PC-1



Poweraire Deluxe PC-2

YOU CAN BE SURE...IF IT'S **Westinghouse**

and which competitors will be featuring at this time.

(3) Important, too, is the chance Economy has to sell up prospects who come in to see this low priced merchandise. For many of these prospects, it will be their first contact with an air conditioner dealer, their first chance to learn the relationship between the size of a room air conditioner and its ability to do a cooling job. Some can be shown that it is capacity, not dollars, that cool the house. Some can be shown that it is more sensible to buy adequate cooling with an attractive wall installation backed up by a reputable dealer's service department. These are good prospects but Bauman feels he would never have a chance to sell them without reaching them first with a competitive offer of cost-plus.

Bauman offers a word of advice for the dealer who offers to sell the "do it yourself" market—change the salesman's compensation for these sales. Bauman puts a flat \$10 commission on these sales instead of the salesman's usually percentage arrangement. There is less sales effort involved, less margin to share, and it encourages the salesman to qualify the prospects and seek those that can be sold up to custom installations.

### III. The Motel Market

"Motels, Apartments and Builders" are a small, but necessary market which Jim Bauman cultivates to balance his air conditioning business. Like the "do it yourself" business, this market is a necessary objective not just for the business it brings but to help make the regular custom business profitable

and to keep Economy recognized as a full scale air conditioning dealer. Bauman points to these factors:

(1) It creates a pre-season business—most of this business can be sold and installed before the staff is needed to handle the more profitable custom installations. Bauman prepares for this market just as other dealers do—he picks up "specials" at the end of one season when he can get, along with a very low price, free financing and free warehousing. Then he prepares direct mail promotion to motels and apartments. Builders require personal contact. To this market, too, Economy offers the room air conditioners on an "installed through the wall" basis. (When there are several to be installed at one job Bauman's contract with the carpenter calls for a \$15 charge per unit.)

(2) It provides an in-season outlet for special buys. Because many motels are still under construction well into the season, and others get into the hot season finding they are losing business without refrigeration cooling, Bauman keeps after this market until midsummer. He watches for the specials that distributors come up with as the season progresses, buys some of those most suitable for this market and the do-it-yourself group. In mid-'58 he was offered a chance at some ¾ hp. models which had a \$279 list and a pre-season cost of \$175 (he had sold those at \$240 installed for a gross of about 25 percent). The new offer gave him a cost of \$125. He bought a dozen, sold them at \$240 installed or \$199 at the dock—grossing from 37 to 40 percent.

End





FOR **40** YEARS



# healthy growth



has steadily distinguished



**WIRES • CABLES**

"Made by Engineers for Engineers"

## REMEMBER

wherever you are, you're only overnight from one of our strategically located warehouses, which means . . .

**NO COSTLY DELAYS**



## . . . and CORD SETS

for replacement and for original use. Skillfully developed in Rubber, Neoprene and Plastic—in COLORS too. Do YOU fully realize the merchandising potential of this versatile QUALITY line?

Sold Only Through Accredited Jobbers  
Have You Our Latest Catalog?

Support your local  
**ADEQUATE  
WIRING BUREAU**  
Program . . .

## CORNISH WIRE CO., INC.

50 Church Street

New York 7, N. Y.

ATLANTA	BRIDGEPORT	CHARLOTTE	CHICAGO	CINCINNATI
CLEVELAND	DALLAS	DENVER	DETROIT	KANSAS CITY
LOS ANGELES	MINNEAPOLIS	PHILADELPHIA	PITTSBURGH	WILLIAMSTOWN
ROCHESTER	ST. LOUIS	SAN FRANCISCO	SEATTLE	
		Stock carried		

Producers of Quality Wire Products for Home, Farm and Industry

## HE PROMOTES DEHUMIDIFIERS

STORY STARTS ON PAGE 67

325 sales. Sales certainly should not drop below 250."

When you consider that normal gross margins in New York for most major appliances run around 10 percent above cost, dehumidifiers are a light in the forest. Margins are closer to 20 percent, or about \$16 to \$20 per unit.

Biggest volume comes on two Westinghouse units: the HC-4, with humidistat, for areas up to 13,000 cubic feet, and the H4B, without humidistat, for areas up to 10,000 cubic feet. Both are on casters, are portable and, in Mike Schwebel's words are "a clean sale as far as the dealer is concerned."

Schwebel has taken to doing such things as listing himself in New York's classified directory, a means of informing prospects where they can buy dehumidifiers in a hurry. But more than that Schwebel specifically seeks out reasons to get customers to buy.

For instance, customers in Queens and on Long Island are beset by humidity problems. There are those who have finished basements and who find dehumidifiers ideal for overcoming damp cellar or basement problems. Just as significant are those people suffering from allergies, who found little relief from filters in air conditioners, but who find instant help from the use of a dehumidifier.

One such customer suffered so

badly from asthma that she had to keep an oxygen tank in her bedroom. She was the kind of person who could not sleep with a pillow, could not have rugs or draperies, or anything that would irritate her respiratory system. Four years ago she bought a dehumidifier from Schwebel. Since then she has not had to use the oxygen tent once.

Schwebel also sees a lot more use in the future for these units in print shops, where press work must dry quickly, in photographic laboratories, and in shops where expensive tools must be kept free of rust.

To keep developing these markets Schwebel intends to strengthen his already successful merchandising approach. This includes (1) stocking in quantity to get the right price; (2) keeping good displays and using all available promotional material; (3) keeping posted on the product and making sure salesmen are educated about it; and (4) getting an early selling start with mailings and door-to-door soliciting, and sustaining the program with advertising.

"We use the *Wall Street Journal* and the *Journal of Commerce*," says Schwebel, "primarily to reach purchasing agents. "But we also advertise in regular newspapers at the rate of twice a month in the early Spring. In April, May and June I'd say we run about 250 advertising lines. But the key word is early." End



"ONE THING WE KNOW—IT SURE DOES GENERATE STEAM."



*NOW THE TOP OF THE ALL-NEW LINE!*

THE ALL-NEW **Blackstone**  
*wash & wear pair*



**WAA-60 All-Fabric AUTOMATIC WASHER**



★ **True 3-Cycle Automatic Control**

Complete flexibility in "Delicate" and "Regular Fabrics" positions... 9 handy push button settings for water temperatures, wash, rinse and spin speeds.

★ **Locked in Wash & Wear Cycle**

Thinks for itself... treats wash & wear fabrics exactly as fabric manufacturers recommend... automatically.

★ **SAME BLACKSTONE DEPENDABILITY WITH STUNNING CONTEMPORARY DESIGN**

Stainless steel or white baked enamel top. Porcelain tub.

**DEA-60 Wash & Wear DRYER**

★ **"Wash & Wear" and "Regular" Drying Cycles**

Wash & Wear cycle set to fabric manufacturer's recommendations... maintains low temperature heat for safe, fast, wrinkle-free drying.

★ **3-Position Heat Selection**

Handy push button controls offer "Room air, Wash & Wear and Normal" drying temperatures, with Wash & Wear temperature precisely maintained according to fabric manufacturer's recommendations.

★ **Safe, Fast, "Natural" Drying Action**

New low heat—high velocity air principle... dries all fabrics wrinkle-free like a soft summer breeze.

SEE THE ALL-NEW BLACKSTONE WRINGERS, AUTOMATICS AND GAS OR ELECTRIC DRYERS DEALERSHIPS AVAILABLE.  
WRITE: BLACKSTONE CORP., JAMESTOWN, N.Y.

**STEP AHEAD WITH**  
**Blackstone**

AMERICA'S OLDEST WASHER MANUFACTURER  
SINCE 1874

**Amana exclusive**  
with big sales potential



# "WORLD'S ROOM AIR



**AIR COMMAND**

**FINGERTIP AUTOMATIC COOLING!** Amana Air Command room air conditioners. 7 models from  $\frac{3}{4}$  to 2 horsepower—115 or 230 volt.

**HAS ALL THESE FEATURES**

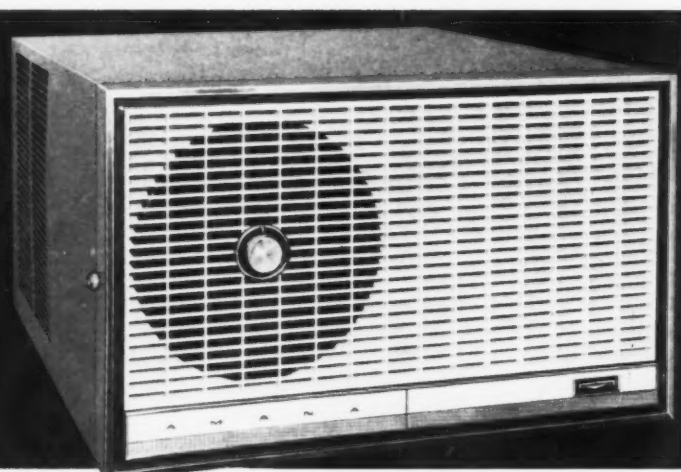
**Exclusive Two-Speed Silent-Aire Turbine.** Moves a tremendous volume of air. Quietest of all.

**Permanent-Type Dynel Filter.** Washable. Easy to remove, clean and replace.

**Easy Installation.** Fits almost any window. Mechanism is removable. You install outer case. Then slide in mechanism. It's easy.

**Trim!** Measures only 15" x 25" x 28".

**Completely Automatic.** Two glider controls give you the exact temperature you want. Control provides FRESH AIR, COOL-VENT, LO-COOL, HI-COOL, OFF and EXHAUST. Permits a selection of 7 different cooling settings.



**YEAR 'ROUND**

**ALL-SEASON COMFORT!** Amana Year 'Round room air conditioner. Heats in winter! Cools in summer! Completely automatic! Available in four models—from 1 to 2 horsepower—115 or 230 volt.

**ALL THE FINE FEATURES OF THE AIR COMMAND MODELS... PLUS AN AMANA HEAT PUMP**

**Amazing Amana Heat Pump.** Converts cooling to a heating unit by reversing the cooling cycle. Gives a draft-free flow of warm air.

**Big Reserve Heating Power.** As the outside temperature drops, the Year 'Round Air Conditioner automatically switches on a reserve heating element. Provides as much heat as you normally get from a room register.

**Automatic Defrost.** Below freezing, ordinary heat pumps "ice up" and fail. The Amana heat pump has an automatic defrost cycle that melts away frost in just minutes while the inside blower is turned off. Heating resumes automatically after frost is removed.

**Completely Automatic.** Just set the glider control and forget it. The Year 'Round Unit "senses" the weather, then either heats or cools to maintain your pre-set "climate for comfort."



**COMPACT SERIES  $1\frac{1}{2}$  and 2 H.P.**

**BIG PERFORMANCE! SMALL SIZE!** Amana  $1\frac{1}{2}$  and 2 horsepower COMPACT SERIES room air conditioner—heat pump optional.

**HAS ALL THESE FEATURES**

**Exclusive Silent-Aire Turbine.** Quietest of all.

**Permanent-Type Dynel Filter.** Washable. Easy to remove, easy to clean and easy to replace.

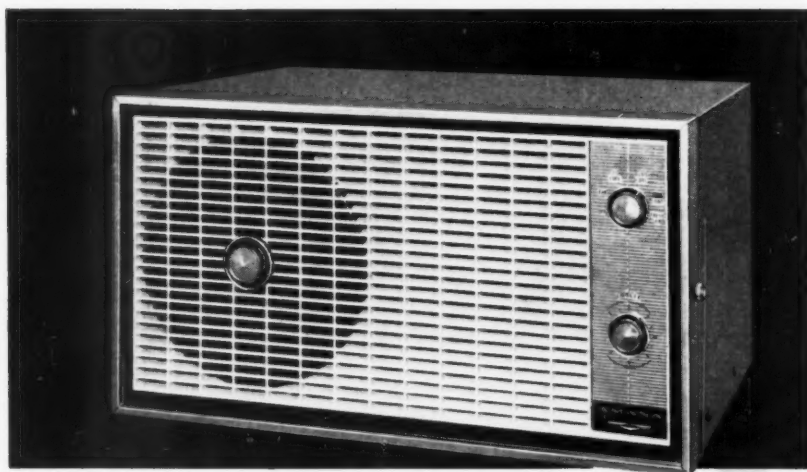
**Easy Installation.** Fits 25-inch windows, casements, through-the-wall. Fits flush, all in or all out.

**Compact.** Measures only 15" x 25" x 20".

**Amana Compact Series** features automatic temperature control. Just set the glider control and forget it. It actually "senses" the temperature—then maintains your pre-selected climate. Available in models that heat as well as cool.

**Rotating Air Deflector Grille.** Provides a flow of clean, conditioned air in all directions. Rotates to provide an efficient directional control of draft-free air.

# FIRST TRULY QUIET CONDITIONERS"



## COMPACT SERIES 1 H.P.

UNSURPASSED COOLING CAPACITY FOR ITS SIZE! Amana 1 horsepower COMPACT SERIES room air conditioner—heat pump optional. Space saver. Measures only 13 1/4" x 25" x 16 3/4". Broad selection. Five models to choose from in both 115 and 230 volts.

### HAS ALL THESE FEATURES

**Silent-Aire Turbine.** Moves more air yet quietest of all.

**Permanent-Type Dynel Filter** is washable. Easy to remove, clean and replace.

**Full-Width, Two-Row Condenser** is 33% larger. Gives you greater cooling efficiency.

**New Higher Capacity Blower** moves 10% greater air volume over evaporator for increased cooling efficiency.

**Completely Automatic** thermostat gives exact cooling desired. Six control settings—OFF, FAN, HI-COOL, LO-COOL, COOL-VENT, and FRESH AIR.

**Plug-in Convenience.** Your 115 volt, 7.5 amp Amana plugs into any electrical outlet (providing local codes permit and wiring is adequate).

**Available with Amana's Amazing Heat Pump** that actually converts to a heating unit by reversing the cycle. Provides a draft-free flow of warm air.

Only 16 3/4" deep. No overhang inside or out.

Here, at last, are room air conditioners that provide cool comfort *without* annoying noise. So folks needn't raise their voices in the living room — needn't wear ear-plugs to sleep.

The exclusive new Amana Silent-Aire Turbine is powerful, yet quiet. It is standard equipment in every Amana Room Air Conditioner.

Here is a sales feature that makes sense to your prospects... a feature you can demonstrate in side-by-side test. A feature you can sell. What's more, you can sell it and get your full mark-up.

THERE'S A QUIET  
**Amana** ROOM AIR CONDITIONER  
FOR EVERY SIZE ROOM AND BUDGET

FOR COMPLETE INFORMATION, CONTACT YOUR AMANA DISTRIBUTOR NOW!



TWO TOP TV SHOWS PRE-SELL **Amana**

PETER LIND HAYES

11:30 to 12 noon every Tuesday  
COAST TO COAST... ON ABC-TV

JOHNNY CARSON IN  
"WHO DO YOU TRUST?"

3:30 to 4:00 p.m. every Thursday  
COAST TO COAST... ON ABC-TV

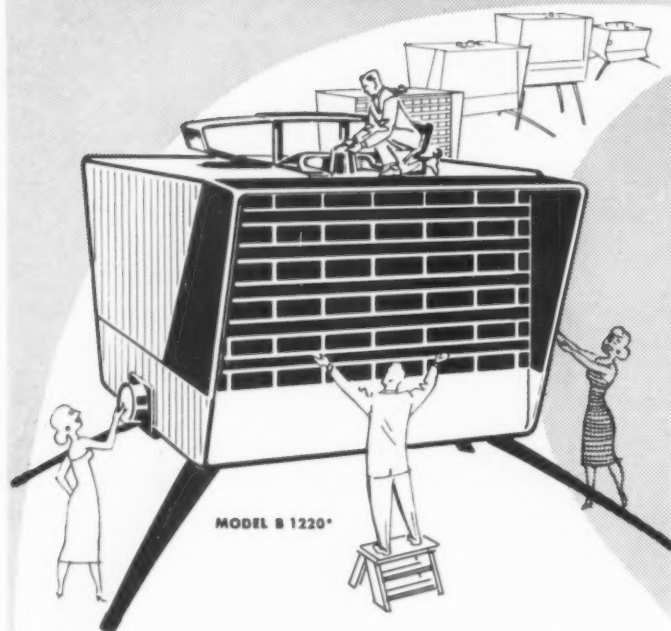


Producers of World-Famous Amana Freezers  
Freezer-Plus-Refrigerators • Room Air Conditioners  
Central-System Air Conditioning • Deepfreeze Home Freezers

AMANA REFRIGERATION, INC., AMANA 16, IOWA



# ✓ CHECK THE PROFITABLE DIFFERENCE



## in WRIGHT PORTABLE BLOWER COOLERS Style Leader Line for '59

Look at Wright portable coolers as your customers will. You'll see a whole new profit picture for '59.

Start with their decorator styling—America's most beautiful cooler designs. Check their 12 Comfort-Planned features including Floguide directional grilles, the exclusive Aquadial cooling/ventilating control and 2-speed motors. Then see the low prices on these blower coolers—low as ordinary fans.

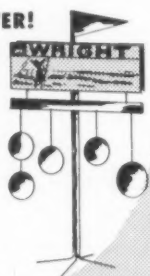
You'd buy fast if you were your customers. Good reason to get the facts on the Wright portable line today.

\* **MODEL B 1220**—Low-priced luxury for your value-minded customers. Cools, filters, ventilates, circulates. One of 4 striking Wright portable models.

### WRIGHT SALES AIDS ARE BETTER THAN EVER!

The most complete package of sales helps in Wright history. Includes versatile new mobile display—plus colorful brochures, banners, counter cards, decals, newspaper mats, radio and TV commercials. Everything needed for powerful promotion!

see your distributor or write to:



**WRIGHT** MANUFACTURING  
COMPANY

2902 WEST THOMAS ROAD • P.O. BOX 11247 • PHOENIX, ARIZ.  
"Creating New Climates for Better Living"

## 1958 FAN SALES

STUDY STARTS ON PAGE 65

Others incorporate a radio.

Copper predominates as a finish with stainless steel a close second. Stainless, for instance, is reported more popular in the East while copper has a slight edge in the West and Southwest. Probably a true industry picture would be 50-50 between these two finishes, (including those enamel finishes used on many hoods that simulate copper and stainless steel).

### Bathroom Heater-Fan

In 1958 there was a definite trend toward adding a combination heater-light-exhaust-fan for the bathroom to leading kitchen exhaust fan lines. This is a natural evolution in bathroom units which have been manufactured in good quantities for a number of years.

The prime market for these combinations is the southern markets where a little extra heat is often required only for the bathroom.

### Attic Fans

As shown in Table 1, an estimated 92,000 attic fan units were sold by national manufacturers of attic fans in 1958. This is only 6.1 percent below 1957 (98,000 units) and accounts for a slightly larger share (2.1 percent) of the overall industry total than in 1957 (1.8 percent).

This does not take into account the sale of attic fans done by local assembly plants.

The percent of attic fan sales of this type is variously estimated by different manufacturers. Several makers say 50-50 is a fair breakdown—that is, half of the total number of attic fans sold each year, are being sold by national manufacturers, the other half by local assembly plants. Still others say it's a matter of geography: "In southern markets, where attic fans have been standard in every house you find many local concerns. As a result national manufacturers only get 20 to 40 percent of the business in these areas. In northern markets where attic fans are just coming into their own, it would appear that almost 90 percent are sold by national manufacturers."

Builders, electrical contractors (who install them for builders), builders' supply houses, and remodeling firms sell attic fans. However, electrical contractors still install these units. On the average, 60 to 70 or 80 percent of all attic fan sales are said to go into new homes, and the average cost of installation varies according to geographic location, cost of the house, and whether or not it's new. Estimates range all the way from approximately \$15 for new construction to \$75 for existing homes, all the way to \$150 and \$200.

Belt driven vertical discharge fans and units which are sold as a package complete with automatic ceiling shutters are the most popular. There are few direct drive models sold today. Although the attic fan business has been predominant in the South in the past five years, the market is gradually moving north, and today mid-central states and the Midwest are becoming important markets.

In any area, and in any type residential structure, attic fans have been proven an advantage in the home. Even in air conditioned homes they cool off attic space, keeping this heat from radiating downward.

To date, lower priced homes, without air conditioning, use attic fans most often. This is particularly true of the mid-central and southern states. Homes costing from \$18,000 and up usually have an attic fan installed.

A geographic breakdown of homes with attic fans, by price class, given by one leading maker is as follows:

South	\$10,000 to \$12,000
Central	\$12,000 to \$15,000
North	\$15,000 to \$25,000

In spite of the three consecutive years of adverse fan weather, most makers are extremely optimistic. "The weather has to break some time," one optimist says, "and all we need is one good hot spell to move what inventory there is lying around."

One or two top makers have expressed their faith in the future of fans by making drastic changes in their 1959 fan lines.

End

**KITCHENS . . . KITCHENS . . . KITCHENS . . .** that's the theme for the March ELECTRICAL MERCHANDISING . . . coming your way soon.



# Caloric® GOLD STAR GAS RANGES

## put profits on a new "Gold Standard"

### CALORIC ULTRAMATIC SETS NEW HIGH IN COOKING PERFORMANCE

You get "golden" returns when you show your customers why Caloric GOLD STAR GAS RANGES bring them a new "gold standard" in cooking. Point out the GOLD STAR features that automatically help them make every meal more nearly perfect.

- THERMO-SET TOP BURNERS keep heat right where it's set automatically. There's no worry . . . no constant watching.

- CLOCK-CONTROLLED OVEN cooks complete meals even when nobody's home. It turns on by itself, turns off by itself.
- MEAT THERMOMETER cooks meat just to the degree of doneness desired . . . then shuts oven off automatically.
- ROTO-RAY BARBEQUER lets the family enjoy a barbeque in any weather. Meat rotates slowly and smoothly under the flame.

These are just a few of the GOLD STAR features that make Caloric extra easy to sell. You'll find 31 or more on every Caloric

GOLD STAR GAS RANGE. Know them . . . show them . . . sell them. They'll put your profits on a new "gold standard."

#### CALORIC APPLIANCE CORPORATION DEPARTMENT EM TOPTON, PA.

Please send me further information on Caloric Gold Star Gas Ranges.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

CALORIC APPLIANCE CORPORATION, TOPTON, PA. • RANGES • BUILT-INS • DISPOSERS

*Now you can have both with*

**SYLVANIA**



SYLVANIA Portable High Fidelity Model 4410. Smartly styled luggage carrying case. Plays all popular record speeds through a perfectly balanced twin-speaker system. Provision for stereo-phonetic sound by the addition of a stereo cartridge and connection to phono-jack of any radio or TV receiver. Includes counter-balanced lightweight tone arm wired for stereo and sapphire-tipped stylus. Turquoise and Antique White.

**Now's the time to be a**



*all new*

# Stereo *and* Monaural

*Portables for 1959!*



**SYLVANIA Portable Stereo Model 4413.**  
A completely self-contained stereo portable. Cabinet cover contains full-range high fidelity speaker and 12' audio cable. Simply remove portable cover, place enclosure in proper room location and enjoy full stereophonic sound. Plays all popular record speeds and sizes. Gold Blend and Colonial White.

Now! SYLVANIA introduces a sensational new line of profit-loaded portable stereo High Fidelity units. Models with complete stereo provided by simply removing the cabinet cover. Others featuring low-cost, full stereophonic sound in combination with a radio or TV receiver.

ONLY  
\$ **69**.95

s t e r e o

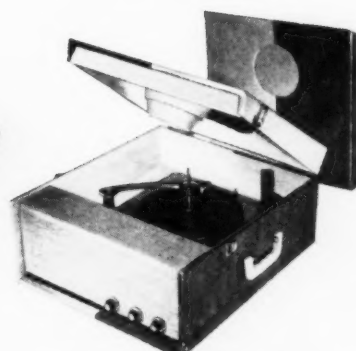
*High Fidelity*



**SYLVANIA Portable High Fidelity Model 4416.** Lightweight, compact portable model, plays all current recording speeds and sizes. Features stereo cartridge for complete stereophonic sound when combined with a TV or radio receiver. Two powerful 4" front-mounted speakers provide full console quality sound. Copper and Antique White.



**SYLVANIA Portable High Fidelity Model 4419.** New dual channel stereo cartridge for complete stereophonic sound when combined with a TV or radio receiver. Full-range twin-speaker system, featuring 6½" woofer and 4" tweeter, perfectly balanced for big-set tone. Separate bass, treble and loudness controls. Charcoal Brown and Antique White.



**SYLVANIA Portable Stereo Model 4422.** Detachable cabinet cover provides complete self-contained stereo. Features powerful dual-channel amplifier, each channel with bass and treble tonal adjustments, plus compensated loudness and stereo balance controls. Powerful twin 6" speakers. Aqua and Colonial White.

**SYLVANIA** s t e r e o **HIGH FIDELITY DEALER**

These two Gibson distributors  
are, believe it or not,

# Learning How To Sell Paradise

When Gibson picked San Juan for its dealer incentive trip for 1959, the company realized it must convince its distributors (and through them their dealers) that a trip to Puerto Rico was well worth working for. Lots of folks, you see, don't think of Puerto Rico as a vacation paradise. Here's how Gibson solved its problem



Fifty distributors were given a three-day "preview" flight to a "Paradise Island" which turned out to be Puerto Rico . . .

. . . where they were treated as Very Important Persons and greeted by the entire staff of the Caribe Hilton . . .



. . . learned first hand (as did Roy Dean from Gibson president C. J. Gibson, Jr., right) of the pleasures of the island . . .



. . . and responded by promising to bring 4120 dealers back to San Juan in the fall. Pledges from the firm's 30 other distributors should swell the guest list over the 5000 level.



# If you want to make a sale...



## ...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

The 15½ million family members who enjoy Better Homes and Gardens each month (including husbands as well as wives) are thirsty for ideas about living better and how to go about it. And that's exactly what they find in their favorite idea magazine.

Every single page of Better Homes and Gardens is devoted to family service. And what a wide, wide world of

interests that covers—at home, and away from home, too!

More and more advertisers are discovering the tremendous sales power of BH&G's brand of what-to-do and where-to-get-it ideas. Want proof? See your Better Homes and Gardens representative! *Meredith of Des Moines...America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads



...the family **idea** magazine

NOW OVER 4,500,000 COPIES MONTHLY



# Make More Money Selling COOLERATOR AIR CONDITIONERS Than With Any Other Line

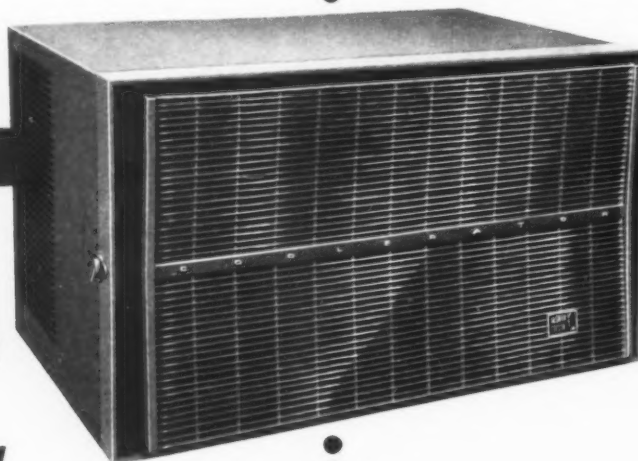
## COOLERATOR Gives You ALL 4 ESSENTIALS To Greater Profits

### 1 QUALITY!

Your customers will appreciate Coolerator's built-in quality—the beauty of design and high quality construction that separates Coolerator from run-of-the-mill units. Coolerator's unfailing performance insures customer satisfaction. That's because every single unit must pass many, many grueling tests before delivery. Returns simply are no problem with Coolerator!

### 2 FEATURES THAT SELL!

... including the greatest single new feature since air conditioning was introduced—the exclusive LECTROFILTER®! It's the most efficient room air conditioning filter ever built... now proven in thousands of installations. Other top features, too! "No-Draft" rotary grilles. Quiet 2-speed operation. Simple dial controls. Automatic thermostat. Exclusive Permalife® finish. Plus many more!



### 3 DIRECT FROM FACTORY PURCHASING!

Coolerator dealers buy direct from the factory! This assures a much higher gross and a far brighter net profit picture. Yet Coolerator's field warehousing organization makes it possible to work with minimum inventories. And 47 strategically-located factory authorized service depots provide prompt service on parts.

### 4 PROTECTED TERRITORIES!

A market area for every dealer—with territory protection—insures higher profit sales volume. Now, Coolerator offers you such protected territories! You can develop your market potential by selling quality and features—instead of price only. Every dealer knows that protected territories mean more full profit sales.

Coolerator's Profit Line includes a 1/2 H.P. Portable, three 1 H.P. Compact® models and 18 Standard and Custom models ranging from 1 to 2 1/2 H.P.

For Complete Details  
On Greater  
Coolerator Profit

**MAIL THIS  
COUPON NOW!**

COOLERATOR DIVISION  
McGraw-Edison Company, Albion, Michigan

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zone \_\_\_\_\_

## COOLERATOR DIVISION

Albion, Michigan

**McGRAW-EDISON COMPANY**



## news AT A GLANCE


A nationwide promotion to spur the sale of automatic home clothes dryers has been announced by the dryer division of the **American Home Laundry Manufacturers' Association** in conjunction with Indian Head Mills, Inc. The campaign, using as its theme, "Buy a Dryer . . . It's Surer Than Sunshine", will utilize Indian Head's Pequot no-iron sheets and pillow cases as a premium. According to the announcement, the promotion will be a cooperative tie-in for manufacturers of home laundry equipment, distributors and dealers, designed to sell automatic clothes dryers through the demonstration, display and use of Pequot no-iron sheets. Complete kits enumerating the advantages of no-iron sheets, telling how they can help in the sale of dryers, and listing the advantages of tying in with the promotion are being sent to key manufacturers, dealers and distributors of home laundry appliances.

**Zenith Radio Corporation's** consolidated sales for the first quarter of 1959 will be approximately \$53,000,000, a 25 percent increase over 1958's record breaking first quarter sales of \$42,173,732. Hugh Robertson, president, announced that distributor orders for first quarter deliveries were the highest for any such period in Zenith's history, exceeding even continued consumer demand which helped make 1958 an all time high year for the company.

The daily newspapers of the United States and Canada have extended to appliance manufacturers an invitation to participate in what is billed as the biggest appliance promotion to date. Charles T. Lipscomb, Jr., president of the bureau of advertising, **American Newspaper Publishers Association**, disclosed that one of the newspaper industry's major projects for the coming year will be their sponsorship of a nationwide all-appliance gift promotion during the middle weeks of November. The promotion will actively involve hundreds of daily newspapers which will unite with appliance manufacturers, distributors, dealers and utility companies to urge consumers to give appliances as Christmas gifts. Kits containing promotional advertising mats, suggestions for traffic building events, and point-of-sale materials will be made available as the promotion progresses.



The president of the Norge division of Borg-Warner Corp., Judson S. Sayre (center), registers appropriate surprise as he is presented with a birthday cake by officers of NARDA, January 10, in Chicago. Making presentation are Joseph Fleishaker (left), Will Sales Appliance Stores, Louisville, Ky., NARDA president; and Steve Feinstein of Magee's, Inc., Boston, NARDA vice president.

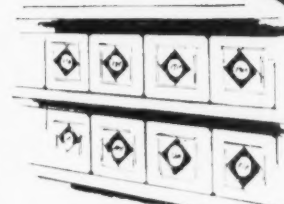


# LOOK!

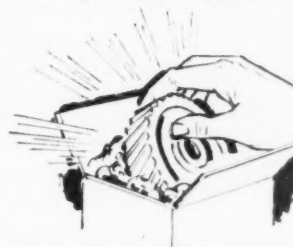
## F.S.P. PARTS ARE PACKAGED TO CUT SERVICE COSTS!

Another *plus* you get with Factory Specification Parts for RCA WHIRLPOOL appliances! Individually packaged parts are easier to handle . . . easier to store in *less space*. There's no more fumbling with loose parts tossed into a container. You cut time on the job and in the shop! You save valuable storage space. And, you save costly service delays and customer-irritating call-backs. You always know the quality F S P part will arrive in perfect shape. The sturdy package protects it from dirt, grime or possible damage by banging against other objects.

Quality F S P parts . . . in quality packaging . . . give quality servicemen *extra service profits*. See your RCA WHIRLPOOL distributor or authorized A.P.J.A. parts jobber.



You save time and work in storing and handling parts.



Parts arrive without damage . . . you save delays and call-backs.

**FSP**  
Factory Specification Parts for  
**RCA Whirlpool APPLIANCES**

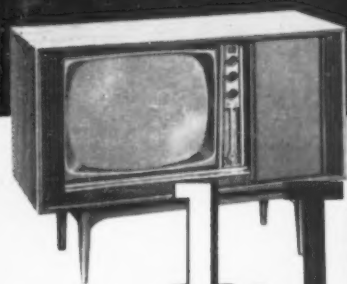
meet the toughest specifications in the industry

"FSP" is Whirlpool's trademark for Factory Specification Parts.

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks J&J and RCA authorized by trademark owner Radio Corporation of America

# 2 exclusive reasons why Sales

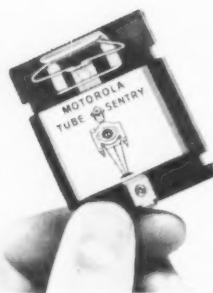


## 1. The most reliable TV ever

The only TV to back you with a Golden Guarantee'...  
full year guarantee on all tubes and parts plus 5 years  
on the Tube Sentry\* Unit. And it's all made possible through:



**Premium-rated  
Golden "M"\* Tubes**  
... designed to last  
100% longer, on the  
average, than any  
other tubes ever put  
into home TV. They're  
Motorola's answer to  
the demand for the  
most reliable tubes  
possible.



### **Golden Tube Sentry\* System**

... works automati-  
cally to protect every  
tube in the set against  
warm-up power surge  
... main cause of TV  
failure. It's engineered  
to eliminate 3 out of 4  
service calls ... triples  
TV life expectancy.

Put yourself in your  
prospect's shoes, and  
ask this question:  
**Which says "greater  
reliability" to you ...  
TV that's guaranteed  
only 90 days ... or TV  
that's guaranteed one  
full year on all tubes  
and parts?**

\*FULL DETAILS AND TERMS ARE CONTAINED IN THE WARRANTY STATEMENT ATTACHED TO ALL MODELS TO WHICH THIS GUARANTEE APPLIES

**MOTOROLA ... AMERICA'S NEW STANDARD FOR TELEVISION RELIABILITY**

## **Motorola's Local Impact Program for February and March**

(bigger than the famous "M. D." promotion)

**is selling hard in national ads, newspaper ads,  
billboards, special window and in-store displays.**



# Motorola Dealers Report: 'way up!

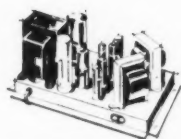


## 2. Stereo Hi-Fi sound to satisfy the sensitive ear

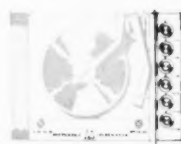
The finest electronically matched and balanced components let you demonstrate music so realistic, prospects will swear the band's come along.



**8 GOLDEN VOICE® SPEAKERS.** All controls and two 5¼": 5": 15" speakers in Master Console . . . two 5¼": 5": 12" in matching speaker unit.



**40-WATT AMPLIFIER.** 20 watts each channel. Perfect full-range Stereo Hi-Fi (20-20,000 cps.) at lowest volume or concert loudness.



**6 INDIVIDUAL CONTROLS.** 4-speed automatic Changer. Low-resonance Tone Arm with built-in filter in cartridge.

**PLAYS EVERY RECORD YOUR CUSTOMERS NOW OWN**

Spellbind your prospects with this dramatic new high in record reproduction . . . so authentic, it plays every last note exactly as recorded.

**MOTOROLA . . . AMERICA'S NO. 1 BEST-SELLING STEREO HI-FI LINE**



# MOTOROLA

\*TRADEMARK OF MOTOROLA, INC.

World's Largest Exclusive Electronics Manufacturer

## Quick easy way

to make pipe connections

FOR WASHERS, DRIERS,  
REFRIGERATORS,  
AND OTHERS

Model CT—with flared joint  
for copper tubing



Model ST—  
for pipe connections

SKINNER-SEAL SADDLE TEE—for mak-  
ing pipe connections. No pipe cutting or  
threading. Only one bolt to tighten.  
Quick, easy. Cuts cost. For installing wash-  
ers, driers, gas refrigerators, heaters,  
etc. Write for circular.

**M. B. SKINNER CO.**  
SOUTH BEND 21, INDIANA

*It lifts and  
carries the load*



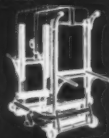
NO. 102 BALANCE TRUCK  
CAPACITY **\$47<sup>00</sup>**  
1500 LBS.

The full load is perfectly balanced. As  
truck and appliance are tilted, the  
wheel lock is released by foot pressure  
and the wheels roll back into transport  
position. The center of gravity is di-  
rectly over the wheels; no weight is  
held by the mover, who walks upright.  
Except on stairs or when loading, one  
man handles. On stairs the wheels are  
locked in closed position. Rugged steel  
construction, rigidly welded.

CASTER X-75 TWO PIECE TRUCKS  
for the very large appliances

**\$6000 PER PAIR**

Handle all large, heavy ap-  
pliances with ease and safety,  
especially tall cabinets that  
won't clear doorways when  
tilted. Write for circular on  
these and other trucks from  
\$35.00 up. F.O.B. Findlay, O.



**SELF-LIFTING TRUCK CO.**

425 North Main Street • Findlay, Ohio

## news AT A GLANCE

**General Electric's** room air conditioner and central air con-  
ditioning business have been consolidated into one air condi-  
tioning department. The combined department will concentrate on  
heating and cooling devices for the home, but its market will also  
include those industrial and commercial installations which can  
be made with the same or similar equipment. Carl W. Moeller,  
heads the new department with headquarters remaining at  
Appliance Park.

The **Gray and Dudley Company** of Nashville, Tenn., and  
**Chattanooga Royal Company** have announced their merger.  
The Chattanooga Royal Company division will continue in the  
manufacture and distribution of its products under the same  
management, as will the Martha Washington division of Gray  
and Dudley. The merger is, in the words of the announcement,  
"expected to greatly strengthen product development, engineer-  
ing and manufacturing facilities for the benefit of our customers."

Marketing of two distinct lines of television picture tubes for  
black-and-white sets, an all-new premium "Silverama" line, and  
an economy-priced factory rebuilt "Monogram" line has been  
announced by the **Radio Corporation of America** electron  
tube division. Radio Corporation of America thus becomes the  
first major electronics manufacturer to merchandise a dual line  
of all-new and rebuilt picture tubes on a national brand basis.

**Carrier Corporation** announces that a slightly larger net  
profit was earned in fiscal 1958 than for the previous year even  
though sales volume was lower by \$11 million. For the twelve  
months ended October 31, 1958 net sales amounted to \$252,-  
537,000 and net profit stood at \$7,548,000.

An eight-day all expense paid trip to Mexico for 1,000 Philco  
air conditioner dealers who earn it in a 1959 sales incentive con-  
test has been announced by **Philco Corporation**. Details of  
Philco's "He Man Holiday" will be given to dealers at air condi-  
tioner open houses to be held by the corporation's distributors.

Thirty-three prizes are waiting for retailers who install winning  
fan displays in this year's **NEMA** fan display contest. Grand  
prize is a \$1000 Savings Bond and eight other prizes will be  
awarded to winners in each of four divisions—appliance re-  
tailers, hardware and department stores and utilities. A two-color  
pennant, promotion folder and entry blank may be obtained  
from distributors or from NEMA, 155 E. 44th, New York 17, N. Y.  
The contest runs from April 15 to June 15.



Elizabeth Sweeney Herbert (extreme right), household equipment editor  
of McCall's magazine, congratulates winners of 1958 Laura McCall  
awards given for outstanding achievements made by utility home service  
women. Winners are: (l. to r.) Judith O'Flaherty, Philadelphia Electric Co.;  
Celeste Sullivan, Illinois Power Co.; Marguerite Surles, Carolina Power  
and Light; Margaret Buchan, Indiana and Michigan Electric Co., and Mil-  
dred Ditzel, Dayton Power and Light. Presentation took place at annual  
banquet of Electrical Woman's Round Table meeting in Chicago, January 7.

Magic Chef  
**Wonder Warm**

OIL and GAS HEATERS  
put the heat on the  
**FLOOR**  
FOR LESS MONEY!



MODEL 8752

SENSATIONAL HEATERS  
with exclusive

**MagiCarpet Heat**

and a great

"EARLY BIRD"  
PROMOTION

Get details before you make your 1959 plans  
See your distributor, or write:

WONDER WARM DIVISION TEMCO, INC. Nashville 9, Tenn.

Please send me, without obligation, complete details on your "Early Bird" promotion for  
Magic Chef WONDER WARM Heaters with exclusive MagiCarpet Heat.

NAME \_\_\_\_\_

STORE \_\_\_\_\_

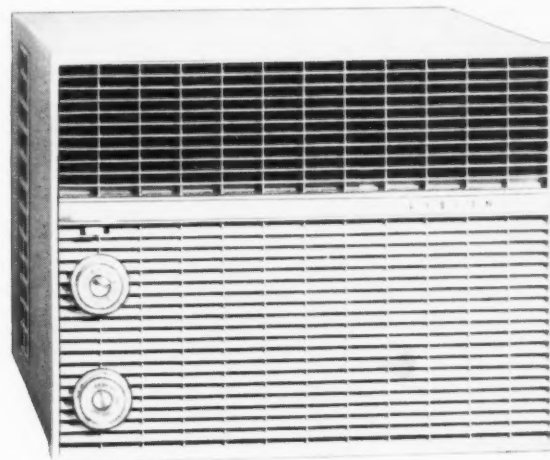
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**WONDER WARM DIVISION TEMCO, INC. Nashville 9, Tenn.**

# Read why Gibson,

having scored a 50% share-of-market increase in '58, offers air conditioner dealers even greater sales gains in '59. There are four big reasons: new **Comfort-Zone Cooling Air-Sweep** • heat pump leadership • low-cost high-capacity units.



#### **New! Exclusive Comfort-Zone Cooling!**

Gibson replaces old fashioned high-medium-low speeds with *Comfort-Zone Control*, offering infinite adjustment of air speed, sound level, dehumidification. Only Gibson lets you tailor cooling to your customer, gives you round-the-clock precision control.

#### **Air-Sweep—invented, perfected by Gibson!**

After two full years, Gibson's power-driven, automatic Air-Sweep is *still* the most demonstrable, salable feature in the air conditioner field! Pushbutton Air-Sweep silently sweeps cooling air across the entire room every 5 seconds—ends hot-spots forever!

#### **24 years of heat pump leadership!**

And you just don't master this magic heating-cooling principle overnight! Only Gibson lets you crack the lush heat-pump market with the lowest priced, most complete heat pump line—backed by almost a quarter-century of research!

#### **More-cooling-for-their-cash with Gibson!**

Many of today's hard-to-sell shoppers aren't first-time buyers—they're sharp, experienced—they want maximum cooling comfort for every dollar. That's why Gibson pioneered the giant 1, 1½, 2 h.p. field—that's why Gibson Dealers have the industry's fastest-growing big-capacity line!

*Sell successfully in hot and cool seasons—*

***get going...get*** ***Gibson***

Gibson Refrigerator Company, Greenville, Michigan, a Division of HUPP Corporation



**NOW *ZENITH* ADDS**

# LEADERSHIP

**TO ACKNOWLEDGED LEADERSHIP IN QUALITY,  
LEADERSHIP IN EXCLUSIVES, LEADERSHIP IN**

**ZENITH 1958 SALES HIT ALL-TIME HIGH**

**...EXCEEDING EVEN 1957's RECORD YEAR!**



L. C. Truesdell,  
Vice President  
Director of Sales

Zenith Radio Corporation  
8001 DICKENS AVENUE  
CHICAGO 39, ILLINOIS

Dear Zenith Dealers:

Thanks for helping Zenith in 1958 to achieve the greatest year in our 40 year history!

We know that such outstanding sales performance could come only through the wholehearted support of Zenith Retail Dealers and their enthusiastic acceptance of Zenith products and merchandising programs.

In every product classification, sales volume was up in 1958! Television sales increased to new highs as Zenith increased its percentage of industry sales almost 40% over a year ago. Zenith's all transistor radio models also obtained an almost 40% increase in our share of total industry sales in this category.

The healthy growth in sales is reflected in consistent increases each month throughout the year.

Our objective in 1959 is to give Zenith dealers even more reason to sell and promote Zenith with the introduction of exciting new products, new styling, new design, backed by our firm belief that quality and performance should never be sacrificed for a price tag.

Zenith's sound merchandising and inventory policies will continue in 1959 to assure maintenance of healthy, profitable sales for Zenith dealers.

Very truly yours,

*L. C. Truesdell*  
L. C. Truesdell  
Vice President  
Director of Sales

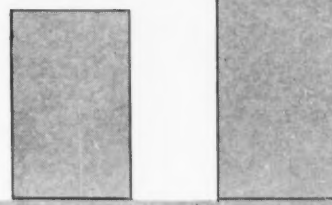
# IN SALES

**LEADERSHIP IN PRODUCT DEVELOPMENT,  
MARKETING AND MERCHANDISING**

**UP UP UP GO ZENITH SALES  
AND GETTING GREATER EVERY MONTH!**

Zenith's 1958 percent of industry TV  
sales increased almost

40% over 1957!



1957

1958

**ZENITH'S TV SALES HIGHEST IN HISTORY...**

**ZENITH SHARE OF TOTAL INDUSTRY TV SET SALES\* UP ALMOST 40% OVER '57!**

In 1958 Zenith earned the highest percentage of industry sales to dealers in the history of our company. Zenith's share of total industry sales\* actually increased almost 40% in just 12 short

months. Space Command® TV and Fine Furniture console styling enabled Zenith dealers to increase their big ticket sales.

**ZENITH'S RADIO SALES GAINED SHARPLY AGAINST INDUSTRY! ZENITH SHARE OF  
TOTAL INDUSTRY ALL TRANSISTOR MODEL SALES\* UP ALMOST 40% OVER 1957!**

In every classification Zenith Radio sales showed tremendous gains over 1957. Zenith all transistor radios increased their share of industry sales\* almost 40% over 1957. All Zenith radios

gained sharply in sales,\* increasing almost 15% over 1957 while industry showed a decrease in sales to dealers of 40%.

**ZENITH'S CONSOLE HIGH FIDELITY SALES SOAR! 1958 CONSOLE SALES\* UP MORE  
THAN 60% OVER 1957!**

Zenith's determination to give dealers more to sell with a complete line of fine performing Stereophonic equipped consoles and self contained Stereophonic instruments resulted in sharp sales increase for Zenith dealers. Zenith sales\* of the big ticket console models increased

more than 60% over 1957 sales of console instruments. Recently, Zenith introduced additional High Fidelity models to sell under \$200 and early dealer acceptance indicates further sales increases in 1959.

*\*Distributor Unit Sales to Dealers*



ZENITH RADIO CORPORATION  
CHICAGO 39, ILLINOIS

The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 40 years of leadership in radionics exclusively.

## ZENITH

*The quality goes in  
before the name goes on*



Roman Weilandt, Graybar Housewares Salesman, frequently covers the selling points of fast-moving "Graybar Recommended" appliances with A. E. McCool and M. J. Davis of the W. A. Wallace Co. Graybar's product knowledge, adequate stocks and speedy service assist in keeping a balanced operation.



A. E. MCCOOL, Partner

## "We're growing with Graybar"



W. A. WALLACE, Partner

### How a midwest dealer has built a profitable business with balanced inventories of Graybar-recommended appliances

20 years ago, the W. A. Wallace Company of Hazel Park, a suburb of Detroit, Michigan, had its beginnings in a gasoline service station. Shortly afterwards, activities expanded into sales of appliances. Increasing concentration on this side of the business and the addition of new buildings to house it have resulted in a busy and profitable appliance-selling operation.

"Through the years, Graybar has been our principal electrical appliance supplier,"

say the two partners, W. A. Wallace and A. E. McCool. "We've found that customers want the quality merchandise that Graybar distributes — Sunbeam, Toastmaster, Universal, G-E, Telechron, Westinghouse and many other widely advertised brands. Adequate stocks maintained by the local Graybar warehouse, and speedy deliveries as we want them, assist materially in keeping a balanced inventory without surplus stock and tied-up capital.

"We've found, too, that Graybar's employee-ownership operation means that Graybar people have a personal interest in helping us. We benefit from their experience with effective appliance-promotion ideas. Yes, we've found it pays dividends to go—and grow—with Graybar!"

90

*Your Customers **WANT** the popular appliances...*

**GRAYBAR ELECTRIC CO., INC.**

Executive Offices:

Graybar Building, 420 Lexington Ave., New York 17, N. Y.



In over 130 principal cities



You Have More To Sell In The New 1959

# KELVINATOR

## "Balanced-Comfort" Room Air Conditioners

WITH THE NEW ELECTRO-MAGNETIC AIR FILTER and FILTERMATIC SIGNAL, Kelvinator salesmen have a superb selling advantage! Two engineering triumphs combine to give you the greatest room air conditioning advance in years!



### 1 ELECTRO-MAGNETIC AIR FILTER

Kelvinator's new Electro-Magnetic Air Filter removes 95% of harmful dirt, dust and pollen as compared to 65% with ordinary filters. Electrostatic generator operates without transformers, rectifiers, or electrical hazard!

### 2 EXCLUSIVE FILTERMATIC SIGNAL

This Kelvinator achievement tells when the Electro-Magnetic Filter needs cleaning! Signal shows "white" when it's clean . . . signals "red" when it's dirty! Together, these advances provide the ultimate in air cleaning . . . and an unmatched sales story!

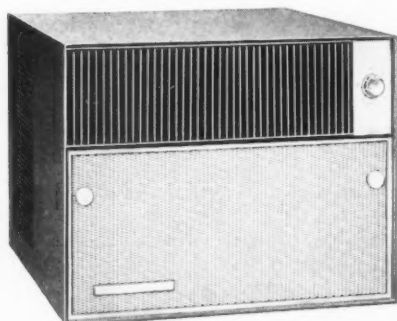


Signal Shows "Red" when filter is dirty.



New Filter on all "MASTERPIECE" MODELS plus adjustable automatic thermostat, fresh air intake and room air exhaust, two-directional cooling, two-speed fan. In 1, 1½, 2 and 2½ H.P. sizes . . . all with slide out chassis.

CUSTOM MODELS in same capacities have styling and basic features of conventional deluxe models but sell at budget prices. Filter is replaceable fiber glass type.



### ◀ FULL ½ H.P. PORTABLE DELIVERS 4200 BTU'S

. . . ideal bedroom size! Automatic thermostat, and plugs into any 115 volt outlet. Compact size fits any standard window.

### "SPACE-SAVERS" ONLY 23" WIDE, 14" HIGH ▶

. . . with low, low prices! Three 1 H.P. models: 115 volt, 7½ amp.; 115 volt, 12 amp.; and 230 volt. Each features 2-directional cooling, two-speed fan, fresh air intake.



### "BALANCED-COMFORT" DESIGN PROVIDES EVERY WANTED FEATURE IN ADDITION!

- MORE FREEDOM FROM HEAT! Correct balance between all parts of the system assures top cooling capacity!
- MORE FREEDOM FROM HUMIDITY! Carefully balanced cooling coils wring more moisture from the air!
- MORE FREEDOM FROM FAULTY CIRCULATION! Powerful fans and two-directional control give balanced air flow!
- MORE FREEDOM FROM DIRT, DUST AND POLLEN! Electro-Magnetic Filter and Filtermatic Signal provide the cleanest possible air!

*Built Better to Serve Better*



LIVE BETTER  
ELECTRICALLY



AMERICAN MOTORS MEANS  
MORE FOR AMERICANS

# Kelvinator

Division of American Motors Corp., Detroit 32, Mich.

# SOLD 138 EVEN IN CITY'S DRIEST SUMMER!

NORTHERN SUPPLY COMPANY  
Milwaukee, Wisconsin



## WESTINGHOUSE DEHUMIDIFIERS

**Jack Wesley**, Manager of Northern Supply, reports: "Although Milwaukee had one of the coolest, driest selling seasons on record, we moved 138 Westinghouse Dehumidifiers! 49 in April alone! Customers kept coming in asking for Westinghouse—more than all other brands put together. We even put a higher price tag on Westinghouse Dehumidifiers, and they still sold best! And what a cinch these dehumidifiers are to sell—no delivery, no service, no trade-ins!"

Deal yourself in on the booming dehumidifier business—with the best-selling, best-advertised, best-promoted line of all—Westinghouse! Stock early, sell early—because early buyers are your best "salesmen." For big early season deals, call your Westinghouse Distributor now!

YOU CAN BE SURE...IF IT'S

# Westinghouse

DEHUMIDIFIER DEPT.

SPRINGFIELD 2, MASS.

## people IN THE NEWS



ROBERT E. LEWIS

**Sylvania Electric Products, Inc.**—Robert E. Lewis has been named president succeeding Don G. Mitchell. Lewis was elected a senior vice president of the company in January, 1948.



JOHN A. RISHEL, JR.

**Philco Corp.**—John A. Rishel, Jr., has been appointed general manager, merchandising, for the corporation's consumer products division. Rishel replaces James J. Shallow in the post.



HENDRIX G. BLUE

**Motorola, Inc.**—Hendrix G. Blue has been named consumer products advertising manager. Blue had previously been associated with the Hallcraft Co., as manager of advertising.



WALTER C. FISHER

**Norge**—Walter C. Fisher has been appointed director of marketing and James D. Dougherty sales manager. Both men have been associated with the company since 1954.



JAMES D. DOUGHERTY

**General Electric Co.**—Helen Kirtland has joined the appliance and television receiver division as manager of its Consumer's Institute. Miss Kirtland has been consultant on woman's interests with the "Live Better Electrically" program in New York City.

**Landers, Frary and Clark**—B. J. Ruberry has been named sales manager of the subsidiary Electric Steam Radiator Co.

**Whirlpool Corp.**—Virginia Van Nostrand has been named director of home service. Miss Van Nostrand had served as assistant home service director since September, 1957.

**Schick, Inc.**—Gerry Hyman, has been promoted to the position of general merchandising manager. Hyman was previously eastern district sales manager.

**American Home Lighting Institute**—John C. Virden, Jr., has been elected president of the Institute. Virden is president of the John C. Virden Company, Cleveland.

**Lindsay Co.**—James F. Lindsay has been elected president to succeed Lynn G. Lindsay, Sr. named chairman of the board.

**Institute of High Fidelity Manufacturers**—Joseph N. Benjamin, president of the Bogen-Presto division of the Siegler Corporation has been reelected president of the Institute.

# ALL NEW FROM SONORA

**ALL NEW PROFITS**



**FOR YOU!**

## NEW T.V.

- Complete new line of 110° thin-silhouette consoles, lowboys and table models.
- New keyed AGC circuits and noise suppresser circuits.
- Genuine hardwood cabinetry in hand-rubbed cherry, walnut, mahogany and blonde European finishes.
- High fidelity sound
- Standard coil tuner
- Aluminized picture tube
- Front tuning



110° thin-silhouette  
\*21" lowboy console

## NEW

**PORTABLES** Re-introduced in 1959 through unprecedented dealer and consumer demand!  
\*17" portable to sell for \$99.95



\*diagonally measured

## NEW ELECTRONIC ORGANS

- New vibratto circuit on all 1959 models
- 5 full octaves (61 notes)
- 5 voice variables and a wealth of electronic advancements.
- Choose from variety of hand-rubbed European wood finishes.
- Engineered, styled, cabined to surpass any other, every other electronic organ in manufacture today!
- Prices starting from less than \$350<sup>00</sup> list.



## NEW STEREO CONSOLE

- Complete self-contained stereo unit with integrated 4 speaker system.
- Fine quality imported 4-speed record changer and stereo cartridge.
- Choose from luxurious hardwood finishes in blonde, mahogany or walnut.

Buy Direct From Sonora... YOU Make The Extra Profits

**Sonora**  
*Clear as a Bell*

**ELECTRONICS, INC.**

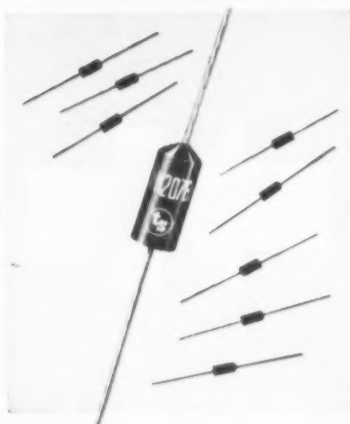
325 N. HOYNE

• CHICAGO, ILL.

• SEeley 8-3900



## Silicon Rectifier 1N2078



**NEW TUNG-SOL 1N2078**  
designed and made  
for simple, speedy  
TV replacement!

Tung-Sol's new 1N2078 diffused junction silicon rectifier possesses distinct advantages the service industry will welcome. Optimum physical and electrical characteristics combine to make 1N2078 convenient to handle and install, and assure your TV and radio service customers the high-grade performance they want and appreciate.

**Small size, easy to install.** Tung-Sol's 1N2078 is smaller than most semiconductor devices, at no sacrifice in efficiency. Long flexible leads can be quickly soldered to existing connections with no additional hardware. This is especially suited to printed circuitry.

**Long life.** Negligible voltage drop that remains stable over lengthy operation promotes long life. 1N2078 virtually unaffected by high current surges . . . maintains high B+ over full-length operation.

**Special insulated case.** Special case insulates against chassis shorts to further ease replacement. Also, 1N2078 dissipates its own heat . . . needs no heat sink . . . yet never requires derating. Only leads get hot.

You can replace any other device and, in some cases, rectifier tubes, with the new, high-quality Tung-Sol 1N2078. For complete information, to stock up, contact your distributor or: Tung-Sol Electric Inc., Newark 4, New Jersey.

**1N2078 Maximum ratings**  
(100°C) capacitive load:  
(Similar types available with Peak Inverse  
Voltages ranging from 50 up to 500)

Peak Inverse Voltage . . . . . 400 Volts  
Continuous D. C.  
Reverse Working  
Voltage . . . . . 400 Volts  
Average D. C.  
Output Current . . . . . 500 mAdc  
Peak Recurrent  
Forward Current . . . . . 8 Amps.  
1/2 Cycle Surge Current . . . . . 30 Amps.  
Full Load Voltage  
Drop @ 25°C . . . . . 1.1 Volts  
RMS Input Voltage . . . . . 130 Volts  
Minimum Series  
Resistance (for  
capacitive filter) 5 ohms, 10 watt

**TUNG-SOL®**

## people IN THE NEWS



JAMES J. SHALLOW



THEODORE SKOGLAND



WILLIAM K. GOLDSTEIN



JUEL RANUM



ARNOLD O. WOLF

**CBS—Hytron Div., Columbia Broadcast-**  
**ing**—James J. Shallow has been named a vice-president and will serve as general manager of the division's Columbia Phonograph Department. Shallow was formerly general manager of merchandising for the consumer products division of Philco Corp.

**Carrier Corporation**—Theodore Skogland has been named manager of marketing services. Skogland was formerly director of sales training.

**Pennsylvania Range Boiler Co., Inc.**—William K. Goldstein has been elected president. Goldstein had previously served the company as executive vice president.

**American Home Laundry Manufacturers' Association**—Juel M. Ranum, has been appointed to the association's board of directors. Ranum, director of public relations for Whirlpool Corp., succeeds Elisha Gray, II, Whirlpool board chairman, in the post.

**National Electrical Manufacturers Association**—Arnold O. Wolf, has been elected chairman of the association's electric housewares section. Wolf is vice president and general manager of the Hamilton Beach Co.

**Westinghouse Electric Corp.**—W. M. Byrne has been appointed eastern regional sales manager for the portable appliance division. Byrne joined Westinghouse in 1950 and most recently served as merchandise manager of electric housewares.

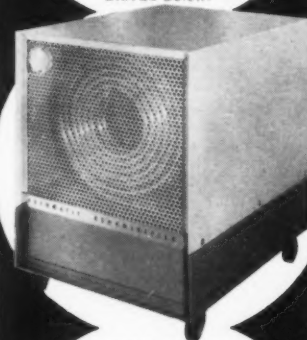
**Ironrite, Inc.**—Marilyn J. Pogue has been appointed educational director. Miss Pogue had served as a home economist for the customer relations department of Waste King Corp.

**Hoffman Electronics**—W. C. Schultz has been appointed to the new post of national field sales supervisor for the consumer products division. Schultz was formerly sales manager for the gas refrigerator division, RCA Victor Distributing Co., Los Angeles.

**Westclox Div., General Time Corp.**—John E. Dana has been named eastern regional sales supervisor with headquarters in New York.

## Why Not Sell the Best? *Comfort-Aire* ELECTRIC DEHUMIDIFIERS

Deluxe Automatic Model  
DHA-25 Below.



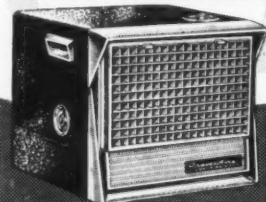
An outstanding air dryer.  
Removes up to 3 gallons of  
moisture from air every day.

Look at these sales features:

**AUTOMATIC DEHUMIDIFICATION** — Model DHA-25 has integrally built-in and wired MH HA45E humidistat with double nylon sensing element. **BIG 1 1/2 H.P. SYSTEM** — Tecumseh compressor. Greater capacity and better air flow, use in up to 14,000 cu. ft. areas. **BUCKET CAPACITY** — 8 1/2 qts. Made of Styrene Plastic. **OVERALL DIMENSIONS** — 17" x 12" x 17" long.

**HEAT CONTROLLER, INC.**  
1900 Wellworth Ave.,  
Jackson, Michigan

## NEW a portable cooler with a built-in heater!



*Travel-Aire®*  
cool-r-heater

COOLS

VENTILATES

HEATS

CIRCULATES

HUMIDIFIES

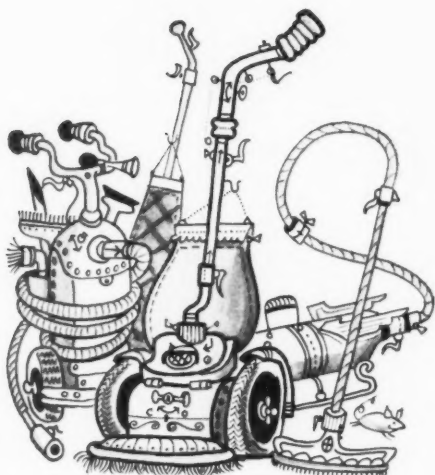
FILTERS

PAT. PENDING

See the complete '59 cooler line or  
write for catalog.

**METALAIRE PRODUCTS CO.**  
560 S. 15th Street, P. O. Box 468  
Phoenix, Arizona

# BACK BROKEN BY INVENTORY?



**Q** Is your cleaner department loaded with different makes . . . canisters, tanks, up-rights, polishers, scrubbers, accessory kits . . . ad infinitum?



**Q** Is your stock room strangled by merchandise that turns over so slowly your profit is chewed up by storage and handling?



**Q** Is too much of your badly needed capital tied up in assorted and obsolete dingbats that just don't produce sales and profits?

If your answer is "yes" to any of these questions, then SEE BELOW! ↓



**U-1 Upright, \$69.95\***



**C-7 Cord Reel, \$79.95\***



**C-6 Lowboy Cleaner, \$59.95\***



**New Floor Polisher rug-cleaning brushes, \$4.95\***



**FP-1 Floor Polisher, now \$39.95\***

This is the 1959 General Electric cleaner line . . . Notice that now it is a *complete* line. There's a fast-selling General Electric appliance that will solve every rug- and floor-

cleaning problem that walks into your store! **In other words:** Your General Electric display is now a complete rug- and floor-care department in itself.

**ATTENTION BUYERS:** Here's a chance to simplify your inventory. Instead of buying three or four different lines, you buy *one*. This means less inventory investment . . . the opportunity to pool your orders with one distributor for greater volume discounts.

And a full General Electric line means easier floor selling, too . . . no name carries greater prestige with the public. Why not telephone your General Electric distributor today! Vacuum Cleaner Dept., General Electric Company, Bridgeport 2, Connecticut.

\*Manufacturer's suggested list price

**A  
FULL  
LINE  
IN '59**

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

A Hotpoint first designed for greater sales!



**Model LC970**

The 1959 Hotpoint Dryer Line features both condenser and blower models priced to meet homemakers' needs and give dealers more opportunity for profitable step-up selling.

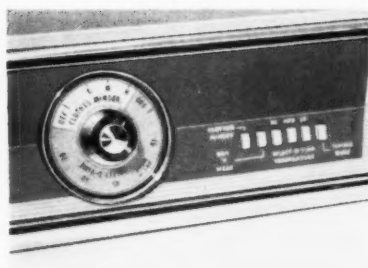


# 100%

## vent-free drying

Eliminates costly venting...  
your customers can save \$15 to \$30  
or more on installation

There is no sales resistance because of venting problems with the Hotpoint 100% Vent-Free dryer. Clothes are dried in a completely sealed chamber... lint and moisture go down the drain. No dusty air is ever drawn in or blown out of the dryer. The new 100% Vent-Free Hotpoint dries clothes cleaner, fluffier, softer... and there's *no* costly venting or exhaust pipe needed! Promote and sell Hotpoint 100% Vent-Free Drying for greater volume in 1959!



### 3-CYCLE control center for best drying results

Hotpoint 3-Cycle Control Center enables homemakers to "tailor" time and temperature for every fabric for best drying results.

- **CLOTHES MINDER CYCLE** for regular fabrics—"measures" moisture, turns off dryer when clothes are dry.
- **DRY 'N WEAR CYCLE** dries wash-and-wears "wrinkle-free."
- **SELECT-O-TIME CYCLE** dries special items. Includes 3 heats and TUMBLE ONLY.

**Hotpoint Dealers' profit opportunities are greater than ever before...**  
**If you're not a Hotpoint Dealer you should be!**

# Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

ELECTRIC RANGES · REFRIGERATORS · AUTOMATIC WASHERS · CLOTHES DRYERS · CUSTOMLINE DISHWASHERS · DISPOSALS\* · WATER HEATERS · FOOD FREEZERS · AIR CONDITIONERS

A Division of General Electric Company, Chicago 44, Illinois



# FRIGIDAIRE ROOM AIR CONDITIONERS

offer you

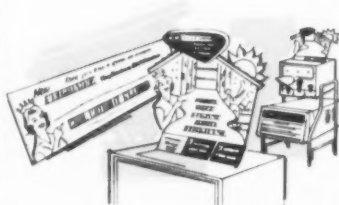
# 9 for 59!

**FOR THE DRY-COOLINGEST, SELLINGEST SEASON EVER!**



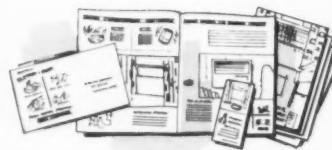
## 1. DRY-COOLING!

"Cooling without clamminess" to make this your biggest-room unit year ever!



## 2. SELLING DISPLAYS!

Display, banner and feature cards lead prospects through the sales story.



## 3. SELLING LITERATURE!

Full-color folders, stuffers and spec sheets . . . good-looking, hard-selling!



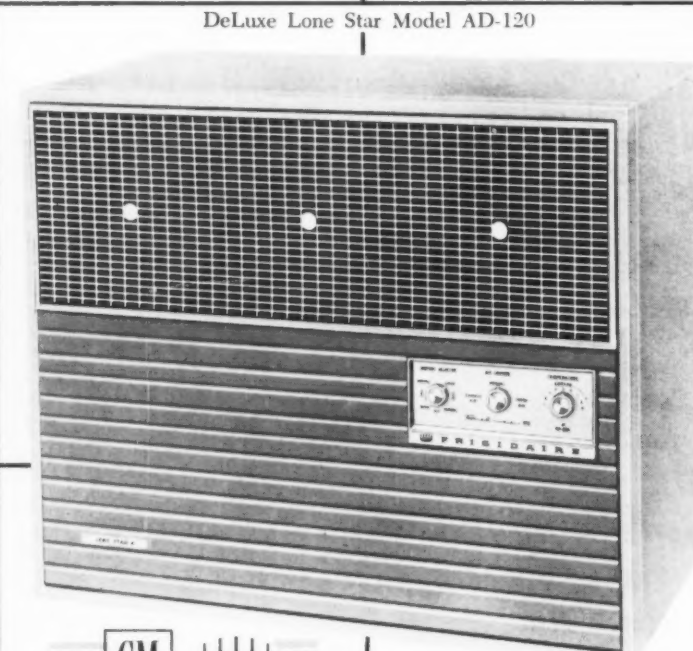
## 4. SELLING TOOLS!

Facts, figures, features and clinchers! Plus a new guide to help close more sales. Training, too!



## 5. NATIONAL AD TIE-IN!

Point-of-sale material follows theme of national advertising: "She'll feel like a Queen in Dry-Cool Comfort!"

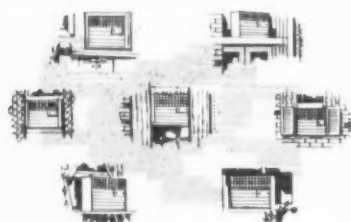


DeLuxe Lone Star Model AD-120



## 6. CUSTOMER SATISFACTION!

Capacity, performance, easy operation and quality construction . . . plus factory-trained Service!



## 7. INSTALLATION FLEXIBILITY!

7 ways to install . . . in the window or through the wall! Lick any installation problem—easily!



## 8. BETTER BY FRIGIDAIRE!

Full 1-Year Warranty on entire unit plus 4-Year Protection Plan on refrigerating system!

# 9.

Please every customer with nine Vertical models from 6500 to 12,400 BTU capacities in three great series: Super, DeLuxe and Imperial. NEW Lone Star models with the exclusive "HI-DRI" feature for areas with extremes of heat and humidity; Two NEW All-Seasons Vertical models for summer Dry-Cooling and reverse-cycle heating. 9 for '59! Plus two Imperial Horizontal Dry-Cooling models with top capacity of 16,500 BTU! That's only the beginning! Ask your Frigidaire District about *special promotions, special stocking*, or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.

**NINE  
VERTICAL MODELS**  
—3 Series Plus  
2 Horizontal Models

advanced FRIGIDAIRE dry-cooling...designed with you in mind...

# cleans, cools and dries the air!

# new products

ANNA A. NOONE Editor



Westinghouse built-in refrigerator

## Westinghouse Built-In Oven, Refrigerators, Air Conditioners

Westinghouse announces a new built-in oven, 2 refrigerators with new construction method, an automatic defrost refrigerator-freezer, and a completely new line of room air conditioners.

**Imperial built-in oven** features flexible installation—can be installed on standard 30-in. base cabinet or built-into wall or wall oven cabinet. Features include vertical control panel at left of oven door; automatic timer; oven control dial; Serv-Temp roast guard indicator; signal lights within easy reach at eye level; removable oven door; oven racks, and oven heating units for easy cleaning. Built-in rotisserie standard with dual-purpose rack for baking or as support for spit. Available in mint, aqua, pink, lemon, coppertex, coppertan and brushed chrome; oven body, neutral brown, may be finished in any desired color.

**Two new refrigerators** made with new process which bonds outside cabinet, inner lining and insulation into one piece are designed for built-in or free-standing installation.

**13 cu. ft. horizontal model** has new Westinghouse cold injector system to provide uniform temperatures throughout, new silent compressor which muffles sound;

glide-out adjustable shelves; cheese and butter compartment; vegetable crispers; sliding egg storage drawer; meat keeper that provides right temperature, humidity and air circulation for storing fresh meats; comes with doors in any Westinghouse color.

**Lo-Boy, 5-cu. ft. model**, is 34½ in. high, 24 in. wide and 24½ in. deep; can be used wherever space is a problem; flush door hinges make it possible to use Lo-Boy free standing or installed under counter and in corner; door can also be changed to hinge from opposite side; full width freezer holds 22 lbs.; cold storage drawer holds additional 16 lbs. frozen foods, meats.

**Automatic defrost refrigerator-freezer** has 16 cu. ft. capacity, with improved defrost system that pre-



Westinghouse Imperial built-in oven

vents frost from forming on frozen food packages and includes controlled movement of refrigerated air; cold injector system which in addition to providing efficient automatic defrost, recovers cold loss from door openings faster.

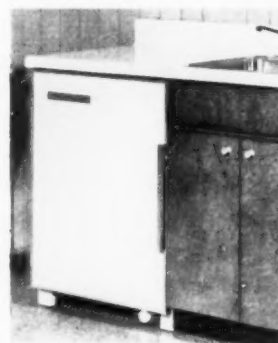
**In separate freezer compartment** circulating air is passed over concealed refrigerated plate which condenses excess moisture, and at proper time, determined by a door counter, plate is warmed and water disposed of automatically.

**Refrigerator section** has a meat keeper that keeps meat fresh 7 days without spoiling; 24-egg keeper fits beneath meat keeper; lighted temperature control changes color as setting is advanced toward "coldest"; twin crispers; glide-out shelves; butter and cheese keeper.

**Freezer section** keeps up to 178 lbs. foods frozen solidly; foot pedal opens freezer door; interior light.

### Air Conditioners

New line of room air conditioners is divided into 2 basic designs:



Westinghouse Lo-Boy refrigerator

Mobilaire Super and Mobilaire Deluxe, each with 3 models.

**Designed for mobility**, ease of installation, high capacity, quiet operation; each model is portable with use of Mobile Cart accessory, can be rolled from room to room; cart adjusts to window sills up to 36-in. high; for double hung windows an adjustable mounting frame permits installation in minutes; complete line can be installed in casement, jalousie, awning or hopper type windows. All have adjustable, no-draft grilles that can be arranged to send air up, down, left, right or straight ahead; "perma-foam" filter inside front

panel removes easily for cleaning. **Deluxe models** have control panel concealed behind swing-down

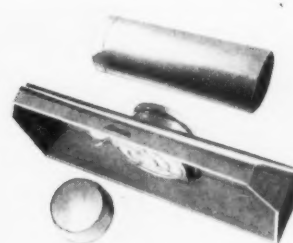


Westinghouse Air Conditioner

door; 2 butterfly switches control unit for multi-speed fan operation as well as circulation and cooling; variable ventilation control permits changing air at any desired rate; adjustable thermostat.

**Super models** have auto-therm cooling which automatically controls cooling and prevents frost built-up on evaporator coil; 2 butterfly switches control operation.

**Both models** available in 1 hp, 115 v. and 230 volts; 1½ hp, 230 volts; and 2 h.p., 230 volts. Westinghouse Electric Corp., Mansfield, Ohio.



Kitchen-Aire Commander "400"

### Kitchen-Aire Hood

**Kitchen-Aire Commander "400"**, pre-wired, economy-priced fan and hood combination comes in coppertone and stainless steel; package includes hood; built-in pre-wired 8-in. propeller-type fan; double light assembly with fan and light toggle switches; filter; matching reducer damper; matching duct.

**Price**, \$45.95 for 24 to 42 in. lengths in coppertone and \$66.95 for stainless steel; 48-in. units slightly higher. Stewart Industries Inc., Indianapolis 2, Ind.





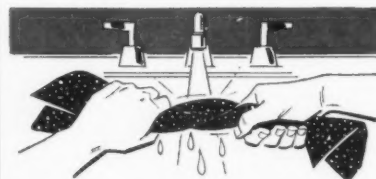
# ONLY '59 HE- -and

New **NOISELESS** ...  
New **TEXAN** ... up to

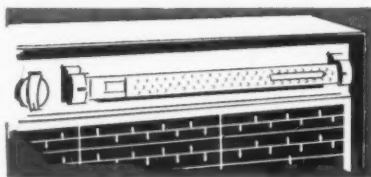
## Exclusive sales closers for '59

### GUARANTEED

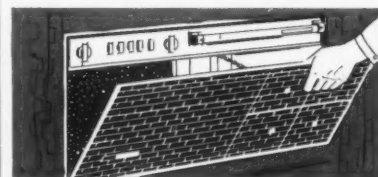
**BTU Guarantee.** We're all "up to here" with phony claims, so Philco is *guaranteeing* cooling capacities. All ratings are in full accordance with ARI and NEMA. BTU's stamped on every serial plate.



**Permanent Washable Filter.** Show housewives how they can clean and replace the plastic filter in a few seconds. No sprays, oils, or mess. No replacements. A great advance in convenience.



**Exclusive Ionitron.** Hospital-tested sales-proven Ionitron attachment is available for all '59 Philco air conditioners. Gives quick relief in most cases to hay fever and other air-borne allergies.

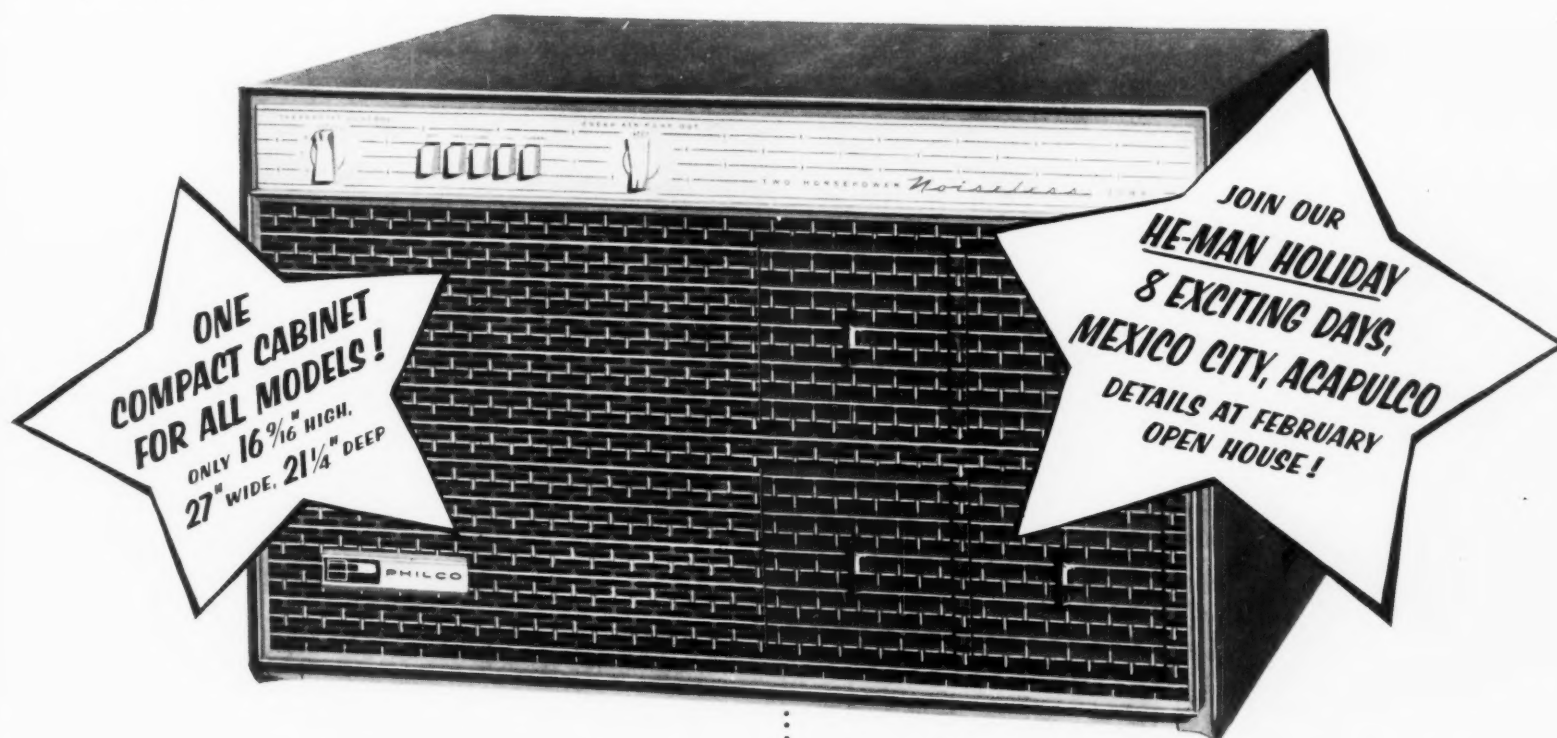


**Exclusive Tilt-Down Front.** Demonstration dynamite! Complete front panel tilts down to display the fan, filter, Philco quality. Customers see at a glance how easy it is to clean the filter.

## SEE YOUR PHILCO DISTRIBUTOR...

# PHILCO GIVES MAN COOLING no fooling!

up to 3 times quieter than comparable models!  
15,500 BTU's in smallest cabinet ever!



ONE  
COMPACT CABINET  
FOR ALL MODELS!  
ONLY 16 <sup>5</sup>/<sub>16</sub>" HIGH.  
27" WIDE, 21 <sup>1</sup>/<sub>4</sub>" DEEP

JOIN OUR  
HE-MAN HOLIDAY  
8 EXCITING DAYS,  
MEXICO CITY, ACAPULCO  
DETAILS AT FEBRUARY  
OPEN HOUSE!

## NEW NOISELESS SERIES

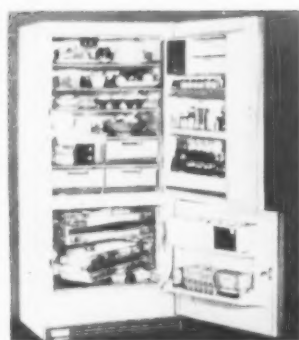
This year Philco introduces four new Noiseless models—each in the new compact cabinet. Cooling capacities range from 10,100 BTU's (115 v) to 14,400 BTU's guaranteed. Noiseless units up to three times quieter than comparable competitive models. Complete luxury features, plus a tilt-down front for easy access to Philco's exclusive permanent washable filter. Ionitron attachment is optional on any unit.

## *plus:* NEW TEXAN SERIES

Philco now adds two extra-capacity models to the line—both in the compact cabinet (only one cabinet size for *all* Philco models this year). Guaranteed cooling capacities are 14,000 BTU's and an extra-powerful 15,500 BTU's. Luxury features include a 2-speed fan, an automatic thermostat, and push-button controls. The tilt-down front gives easy access to the permanent washable filter. Ionitron attachment is optional.

## BE A PHILCO DEALER TODAY!

# new products



Admiral Dual-Temp refrigerator-freezer



Admiral range

## Admiral 1959 Refrigerators, Ranges and Air Conditioners

Admiral Corp. announces its 1959 refrigerator line consisting of 14 models, 5 free standing ranges, 11 freezers, 15 window air conditioners, a line of Custom and Imperial ovens with matching surface units.

Refrigerator line consists of 6 conventionals from 8 to 12 cu. ft.; 8 Dual-Temp refrigerator-freezer models with automatic climate control for balanced temperature and humidity in fresh food and frozen food storage areas; a new 2-door model, 28 in. wide, 63 in. high has 12 cu. ft. capacity.

No. 13M60 Dual-Temp and its accessorized counterparts in a series of 3, are engineered for the replacement market in older homes and apartments with no space for larger models.

No. 13M65 has stainless steel-trimmed fashion front; built-in design, for flush-fitting to back and side walls; upside-down model with freezer at bottom and refrigerator at top.

Overall Dual-Temp line consists of 4 models with freezer on top and 4 with freezer on bottom; fresh food compartments have "Magic Ray" ultraviolet lamp; built-in compressor muffler to eliminate operative sounds; non-rust, non-sag, easy sliding aluminum shelves; pop-out dispenser racks in freezer door; special butter, cheese and egg storage; additional space for making and keeping ice cubes; slimline refrigerators restyled with eye-level nameplates, new handles; redesigned baseplates for toe recess space and scuff-proof surface; dark blue and anodized aluminum interiors; egg departments retooled, "cradled" in door to prevent tipping out or jarring; foam rubber filled gasket provides 3-way seal to prevent air exchange between kitchen and interior; white, turquoise, primrose or pink exterior.

Push-button automatic defrost in even lowest priced models.

### Ranges

In Admiral's line of 5 free standing ranges, 3 are 30-in., and 2 are 40-in.; all 5 have adjusting rollers; removable oven door which detaches in 1-piece and 1-operation; no screws, pins etc; removable infra-red broiler units; "Island control panel" at hand level at back; this center controls temperatures for specific cooking automatically, runs the "pot watching" automatic temperature control and various units plus oven.

Top-of-line models have 6-in., 2600 watt "hot spot" unit; meat probe that registers desired "doneness" by sounding buzzer; minute timer that may be set for any cooking period up to an hour, then sounds a chime; rotary roaster.

No. RG408 has twin ovens and built-in griddle with cover. All have non-spillover top.

### Freezers

Of the 11 freezer models in line ranging from 9 to 20 cu. ft. capacity, 6 are upright and 5 chest models. Uprights include a 9 cu. ft.



Admiral built-in range units

unit that is 24-in. wide and 56 in. high; interior design includes shelf-storage adaptability for "filling" food packages and cans; 11 cu. ft. models are designed for suburban families; 15's for large suburban and small farm families; 17's and 20's for larger families in cities, suburbs and rural areas.

The 15 and 17-cu. ft. uprights are designed for flush, built-in arrangements. Chests are counter height, with flat tops and crisp corners for extra work areas; top-of-line models feature pop-out dispenser racks for packages and juice cans; adjustable shelves; ice cream "keeper" that maintains serving consistency; special lighting. All 6 uprights have circulating cold air design; chests have separate quick-freezing compartment.

### Air Conditioners

Air conditioner line for 1959 consists of 15 window units in 3 series: 7 "Ruler"; 5 "Coronet" and 3 "Regency".

"Ruler" series features low, within-reach price of basic models (A107S7) compact dimensions and ease of installation; approximately 1-ft. high and deep; 2 models in series equipped with heat pumps.

Overall line has quiet perform-

ance, wide range of cooling capacities, easy operated weather controls; adjustable air flow; efficient filters and evaporator fans; easy to clean and maintain; fast air intake for ventilation; automatic controlled humidity and high power at minimum cost of operation. All Ruler units are 1 h.p. models with 115 volts—7.5 amps., 230 volts; 115-11.9 and 208-230 volts. "Coronets" all have 1 h.p. capacity, three have 115 volts, 2 7.5 amps. and one 12 amps.; and 2 230 volt units. Regency units include 3 1½ h.p. and 2 2 h.p. units; two 1½ units have 115 volt-12 amp. current requirements, the balance 230-volts.

### Built-In Ranges

Custom ovens in 0-20 and 0-30 series come equipped with automatic minute timer in copper, turquoise, yellow or pink. O-30SK Imperial has a window oven door and comes finished in stainless. Surface units to match ovens in Custom and Imperial styles are of the drop-in type and come with same finishes as ovens; Imperial drop-in S-30SK has a Flex-O-Heat unit, stainless finish. Rotary roaster for O-30 ovens available extra. Admiral Corp., 3800 W. Cortland St., Chicago, 47, Ill.



Ironrite built-in ironer No. 990

## Ironrite Built-In Ironer

This new ironer, No. 990, may be installed in standard base cabinets in kitchen or kitchen laundry; can also be used in any style custom cabinet; (model shown is used in cabinet under surface cooking units); a swing-out-and-up arrangement is used for installation with springs counterbalancing the weight of the ironer so it may be brought up into use-position with ease, when ironing is finished, ironer swings down into cabinet.

Features include heavy cast iron shoe; thermostatic heat control; roll has both ends open and usable; black plastic forming board for guiding and arranging garments through ironer; automatic controls include knee lever; safety lever releases roll if power fails; maintains 2 lbs. pressure per sq. in.; roll travels 11 ft. 4-in. per min.; fractional hp motor; 1185 watts, 115 volts, 60 cycles. Ironrite Inc., 332 Cass Av. Mt. Clemens, Mich.



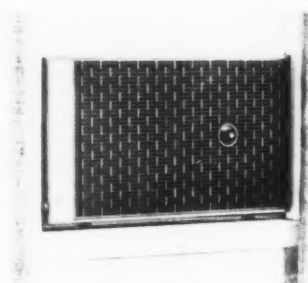


Hamilton Beach "Hatbox" cleaner

## Hamilton Beach Cleaner

Fashion styled in Parisian yellow and white to blend with modern home furnishings, the "Hatbox" houses a full-horsepower "power-pack" motor in a compact unit; new nozzle with "roller-ride" cleaning action; full width roller gives easy back-and-forth motion; flip-top nap adjustment positions nozzle for thinnest to heaviest rug nap or hard surface floors; magic ridges open rug nap; extra wide nozzle has floating, self-cleaning brush; directional steering requires only a slight rotation of wrist; extra large "dispos-a-bag" needs replacement only every 30-60 days; flip of knob releases cover permitting removal of bag which has small throat; suitable for cleaning stairways; can be turned on or off by touch of tip-toe rocker switch; coiled cord fits in storage rack on bottom of cleaner; thumb switch at end of hose permits suction regulation; red button locks on attachment end of hoses and wand; low, compact; balanced swivel wheel design follows operator and turns when she turns. Guaranteed for 5 years.

Price, \$69.95. The Hamilton Beach Co., Div. Scovill Mfg. Co., Racine, Wis.



Chrysler Airtemp "Slender" window air conditioner

## Chrysler Airtemp Air Conditioners

Keystone of the 1959 Airtemp line is the new "Slender" room air conditioner line in window and built-in models; combines maximum cooling and minimum space;

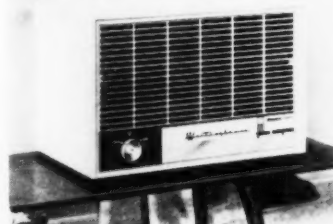
features directional control of air-flow; Forward Look styling; Royal Slender units available with Climate Minder control that permits a room air conditioner to think for itself by automatically measuring and balancing both temperature and humidity.

A new electrostatic filter that removes dust, pollen, germs, bacteria, smoke, odors from circulating air; unit is designed as a package installation for all forced air heating and cooling systems; dust and pollen control is made possible by new filter that magnetizes air particles drawing them into unit; germicidal lamp destroys germs and bacteria.

### Central Units

New controls on all Chrysler Airtemp central air conditioning units provide warm or cool air automatically according to preset temperature; "Climate Minder" is set just once; also makes it possible to circulate air through home without heating or cooling.

Other units in complete line are a new 7½ h.p. compressor with 9-ton coil for commercial; 2 new commercial packaged units with 21, 26 and 30 h.p. ratings; a new 140,000 Btu oil furnace; also a gas furnace; 2 residential packaged units one of 2 h.p. and one of 5 h.p.; new "Power Miser" compressor features die-cast aluminum construction, an oil pre-heater and floating valves is included on the 5 h.p. residential unit. Chrysler Corp., Airtemp Div., 1600 Webster St., Dayton, Ohio.



Westinghouse "Poweraire" cooler PC-3

## Westinghouse Evaporative Coolers

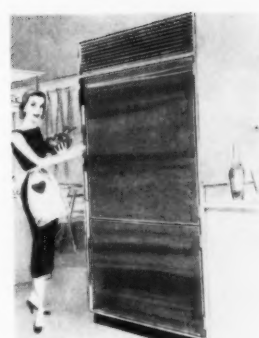
Westinghouse enters the portable evaporative cooler field with 3 "Poweraire" models. Top of the line, PC-3, has adjustable air diffusion, 4-gal. reservoir; water shut-off valve; no-clog filter pad and 2,200 ft. per min. velocity rating.

PC-2 has 3-gal. reservoir; 2000 ft. velocity.

PC-1 has a high velocity blower, 3-gal. reservoir and a rating of 1900 ft. per min.

All models have "Tel-A-Glance" controls indicating water level; 2-speeds; operate on 115-volt a.c., and are completely portable.

Price, PC-3, \$64.95; PC-2, \$49.95; PC-1, \$34.95. Westinghouse Corp., Fan and Heater Dept., Springfield, Mass.



Sub Zero 139 BIRF

## Sub Zero Built-Ins

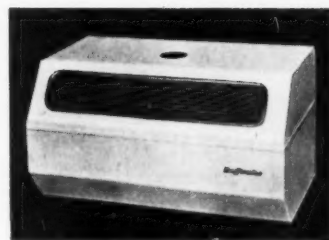
Sub-Zero's 1959 line of built-in refrigerators consists of 10 models for use in large, medium and small kitchens.

No. 139 BIRF, illustrated, an "over and under" type refrigerator-freezer with an 11.7 cu. ft. refrigerator on top and a 6.5 cu. ft. freezer below, in free-standing type cabinet with flange front edges; self-contained and self venting; each section has separate compressor and adjustable temperature control.

Capacities of other models in line range from 9.5 to 16.9 in refrigerator compartments and from 7.2 to 14 cu. ft. in freezer sections.

Features include gold anodized pull-out shelves; Glamordor section provides space for small and tall bottles with special compartments for butter, cheese, fruit; laminar Fiberglas insulation; separate condensing unit and adjustable temperature control for each section in all models; automatic defrost; large pull-out vegetable crispers; "floating type" freezer coils with every shelf a fast freezing surface; all models available in white, pink, yellow or green.

Coppertone, copperplate, stainless steel, wood or plastic available at extra cost; all are available for remote installation if desired and with right or left swing doors. Removable front panels for added decorating flexibility. Sub Zero Freezer Co., Inc., Box 2017, Madison, Wis.



Herrmidifier Daffinaire No. 6548

## Herrmidifier Humidifier

Daffinaire humidifier has capacity to humidify a 6-room house or office for less than 3 cents a day;

corrosion-proof brass case; decorator color finish; new unit is equipped with new hinge stops to support the lid when in raised position; rust-proof aluminum coated motor cover; replaceable type double density filters new resilient neoprene motor mounts for quiet operation; portable; plugs into any outlet; no plumbing connection needed.

Price, \$99.50. Herrmidifier Co., Neffsville, Pa.

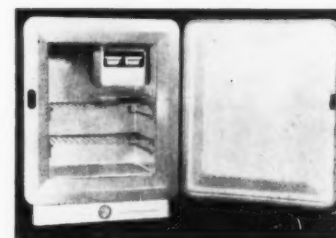


Astral B230 A2

## Astral Portable Refrigerators

Two portable refrigerators are announced by Astral: BME-2 and B230A2.

BME-2 is 26 in. high, 2½ in. wide and 21¼ in. deep; has capacity of almost 2 cu. ft.; no moving parts; operates on absorption principle; thermostatically controlled; Fiberglas insulation; available in white or walnut-tone finish and is adaptable to either alternating or direct current.



Astral BME 2

B230A2 is 36 in. high, 22½ in. wide; 21½ in. deep; features include an across-the-top evaporator.

Both models have miracle cooling unit 6, 12, 24, 32, 110 or 220 volts; 95-watts; dual voltage elements combining either 6, 12, 24 or 32-volts with 110 or 220-volts are available, this makes it possible to change from one voltage to another without changing elements, by means of a convenient switching arrangement.

A wall bracket kit is available for hanging refrigerator on wall. Both models described as being suitable for hospitals, snack bars, boats, offices, summer cabins, professional offices. Morphy-Richards, Inc., 232 S. Van Brunt St., Englewood, N. J.

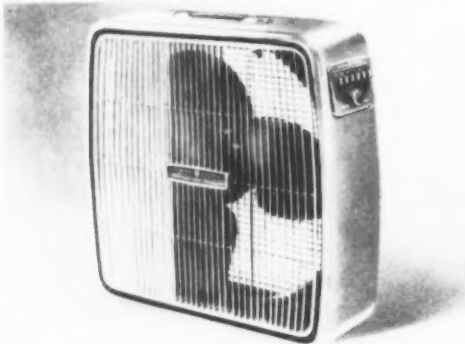
# You're going to sell

## 1 You feature the fans most of your customers want!

When asked to name a specific brand, seven out of ten prospective fan customers gave General Electric as their first choice

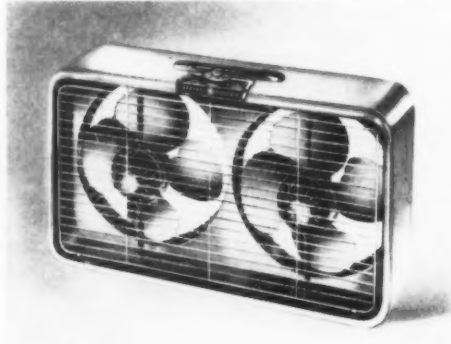
when buying a fan.† *Speed* selling, boost turnover with General Electric—the number one fan line in consumer preference.

†In a national survey of 13,438 adults by Daniel Starch and staff, reported in May 1958, 67% of those who mentioned a specific brand stated a preference for General Electric Fans.



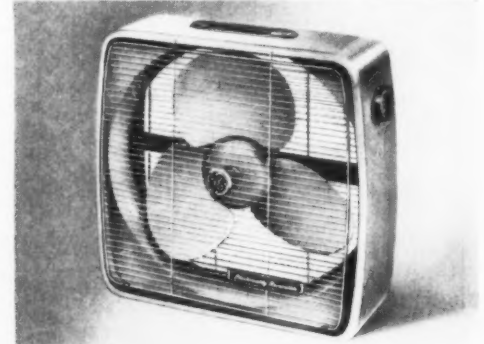
**De Luxe 20" Automatic Fan**  
W-10—\$69.95\*

- Superpowerful—5000 CFM†† • Electrically reversible, at full speed • New air-diffuser safety grille • Three speeds each way



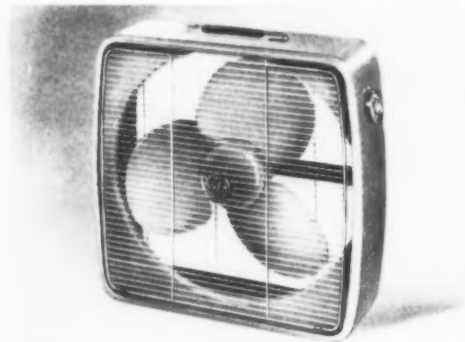
**Portable Twin Fan**  
T-4—\$59.95\*

- Electrically reversible, at full speed • Three speeds each way • Fits casement or sash windows • Circulates or ventilates



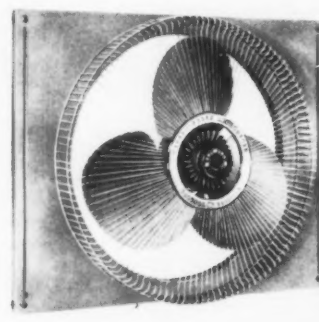
**20" Portable Fan**  
W-7—\$49.95\*

- Electrically reversible, at full speed • Three speeds each way • Powerful blades—4000 CFM†† • Circulates or ventilates

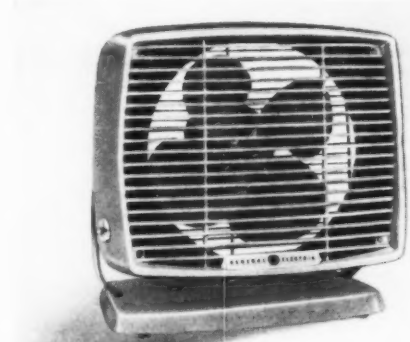


**20" Portable Fan**  
W-6—\$39.95\*

- Easily reversible. Easy to carry • Ventilates or circulates • Powerful blades—4000 CFM†† • Three speeds—safety designed

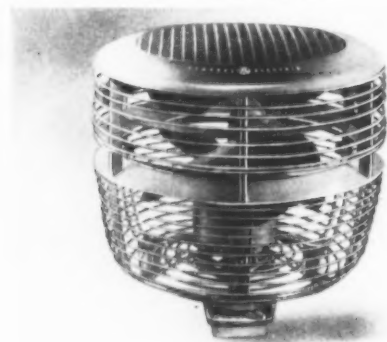


**20" Window Fan**  
W-9—\$49.95—W-8 (3-speed exhaust) \$39.95\*  
• Electrically reversible, at full speed • Three speeds each way • Fits windows from 20" to 38" wide • New sunburst safety guard



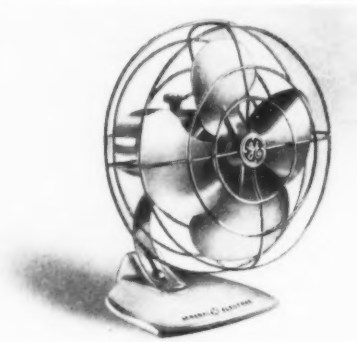
**All Purpose Fan**  
A-2—\$29.95\*

- Broad, powerful air stream • Safety-grille front and back • Tilts to any angle • Use as table, wall or floor fan

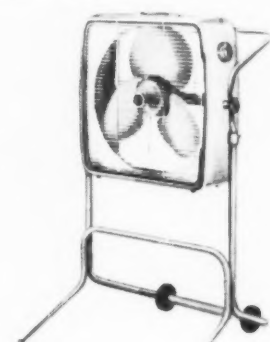


**Hassock Fan**  
F-3—\$59.95\*

- Draft-free cooling. Quiet • Two sets of fan blades • Three speeds. Safety design • Switches with a touch of the toe



**Oscillating Fans** 10" S-107—\$18.95\*—12" S-125—\$29.95\*—16 1/2" V-164—\$54.95\*  
• Oscillating or not, at the twist of the knob • Easy wing-nut tilt adjustment • Sealed oil system. Extra quiet



**20" Portable Roll-Around Fan**  
P-3—\$59.95\*

- Rolls easily anywhere • Three Speeds • Adjusts in height; tilts to any angle • Converts to 20" portable fan

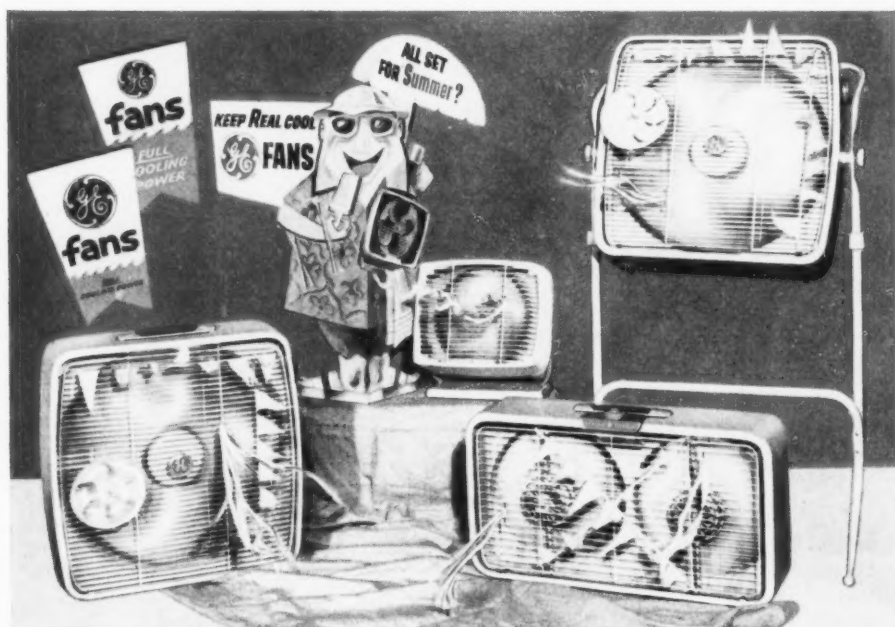


# more fans this year-IF

## 2 You use these hard-selling General Electric Fan displays!

Organize your General Electric Fan department for sales! It's easy to do with the help of these eye-catching sales-clinchers.

Display them prominently, and you'll show your customers FAST that you stock the fans they want to buy!



**"Summertime Sam" Display Package**  
Make your General Electric Fan display come alive with color and motion.

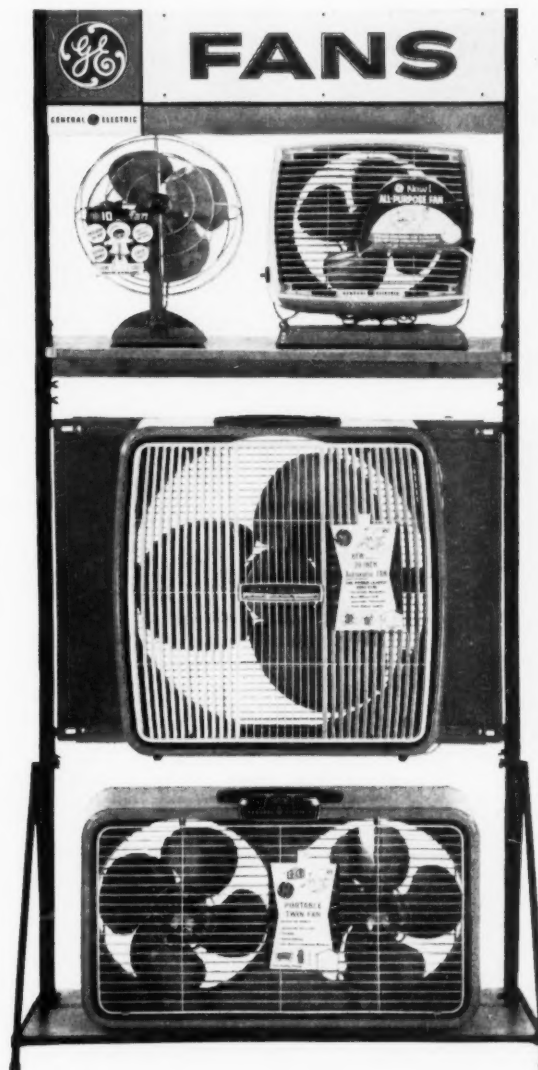
Kit includes central display, 6 strings of pennants, 6 sets of streamers, 2 spinners, 2 large pennants, 2 balloons.



**New! Double-Duty Metal Fan Display** ▶  
It's a powerful sales-maker! Each space-saving display holds up to 6 fans, yet uses only 5 sq. ft. of floor space.

Sets up easily for any combination of General Electric window, portable or circulator fans. Quickly converts to G-E Heater Display after fan season.

◀ **Sailboat Display Window** — Pre-packaged and ready to set up! This arresting traffic-builder will stop 'em and bring 'em into your store.



**Local advertising support!!** Power-packed 1,000-line factory-paid ads are scheduled to hit *your* local newspapers when your customers are hot for fans.

Now is the time to check your fan inventory and stock up for the rush!

**Get your displays!** See your G-E distributor!

\*Manufacturer's suggested list price. †NEMA rating. General Electric Company, Automatic Blanket & Fan Dept., Bridgeport 2, Conn.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



# new products



Tappan electric built-in oven and surface units

## Tappan Built-Ins and Refrigerator-Freezer

A complete line of built-in ranges and top units and a new "Cold Wave" refrigerator-freezer is announced by Tappan.

Twenty oven models in gas and electric are available in a choice of 6 decorator colors: pink, yellow, turquoise, white, stainless Lusterloy and Copperloy. A softly lighted "Constellation" control panel; slim, trim, frame; control panel features satellite indicators, automatic clock, automatic roast control, Visichart temperature control, butterfly sure-grip valve handles and smart edge lighting.

Other oven features include Visalite oven door; removable oven door seals; removable oven bottom; built-in rotisserie easily installed and can be disassembled for easy cleaning. Both gas and electric feature concealed oven vent-

ing with external venting optional on gas unit; both gas and electric ovens have identical cutout requirements and fit into any standard 24-in. cabinet.

Surface units designed to give greater cooking conveniences, TC-7, gas, and ETC-17, electric, are 33 in. interchangeable units requiring only one cut-out for drop-in installation. Compact 24-in. units designed for flexibility are also available in both fuels; all are available in 6 Tappan colors to match the built-in ovens.

### Refrigerator-Freezer

New "Cold Wave" refrigerator-freezer keeps fresh foods fresher for longer than conventional refrigerators; comes with or without a trim frame; new air intake and exhaust grill located at base of cabinet eliminates need of exhaust grill at top; without aluminum molding strip, refrigerator can be installed under normal wall cabinets; square look design; features of the 9.1 cu. ft. refrigerator includes organized storage space; adjustable steel shelves for easy removal of food; 18-lb. fresh meat tray; vegetable crispers to control humidity; door storage space for eggs, cheese, butter and tall bottles; freezer has 4.6 cu. ft. capacity and maintains a temperature of approximately minus 4 degs.; automatic cube server gives ice cubes at a finger's touch. The Tappan Co., Mansfield, O.



Tappan 1959 refrigerator-freezer



WESTINGHOUSE CLEANER MC-4

## Westinghouse Cleaners

3 new cleaners with low silhouette design include top-of-line MC-4 with large, easy rolling vinyl-covered wheels that move easily even up stairs; rests securely on back so it cannot roll away; special tool-caddy attached to cleaner carries all tools handy; 20-ft. cord stores on cleaner back.

Attachments include Floor-N-Rug tool, crevice tool, drapery nozzle, dust brush, chrome-plated steel extension rods; lightweight hose of vinyl.

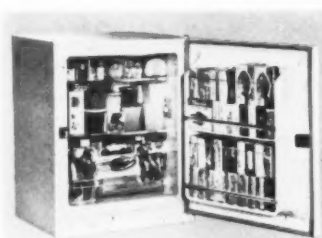
Carousel SC-4 is 11½ in. high; cylindrical; garnet brown and pearl finish; rolls on ball bearing casters; can be carried from place to place; weighs 13 lbs.; 3-way casters roll on floor or carpet; fingertip suction control.

Both MC-4 and SC-4 have 5-year guarantee on motor.

LC-4 has low silhouette styling; glides on base; comes complete with attachment set.

All models equipped with Toss-Away bag.

Cleaner prices, MC-4, \$74.95; SC-4, \$59.95; LC-4, \$44.95 Westinghouse Electric Corp., Springfield, O.



Ben-Hur undercounter freezer U-69

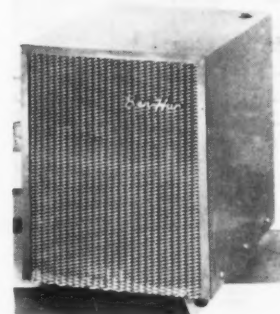
## Ben Hur Freezers and Dehumidifier

A new counter-height freezer, 2 upright freezers and a dehumidifier are announced by Ben Hur for 1959.

U-69, a small, handy freezer that can be installed under a counter or stand by itself, is newest in line; made to same standards as larger models, 6.1 cu. ft.; holds more than 200 lbs. in 28-in. floor space; features include 2 fast

freeze shelves plus top and bottom coils; Handi-Stor door; safety latch; Desert-Dri sealed cabinet; cold control; 2-tone beige finish.

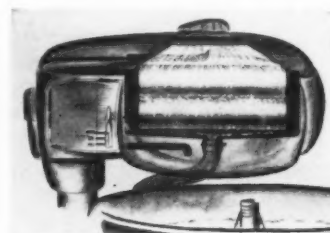
Redesigned uprights U209 and U159 hold up to 700 and 525 lbs. respectively; both have 5 freezing shelves cold coiled plus top and bottom coiling; removable Handi-Stor door; safety door latch; tamper-proof safety cold control;



Ben-Hur dehumidifier

"Chariot glow" signal light to warn of current interruption; larger model takes up 3 ft. floor space; small, less than 33 in.

Dehumidifier has 6 h.p. motor; 2½ gal. pan with hose connection; manual control model No. 901; and automatic humidistat control model No. 902; handles 14,000 cfm; designed to fit decor of any room; weighs 67 lbs.; less than 20-in. high, 14½ in. wide; 21¼ in. deep. Ben-Hur Mfg. Co., Milwaukee, Wis.



Lovell Wringer

## Lovell Wringer

This new wringer is attached to water faucets in laundry; home-maker can fill tub directly from wringer faucet; when wash is finished and ready to put through wringer water valve is turned on and a wall of water comes down over one side of wringer rolls; as soapy dirty clothes are fed into wringer, they pass through wall of water, are pre-saturated with fresh, hot or cold water to make soapy water flow faster and freer out of clothes as they pass through the pressure cleansing action of balloon rolls; cold water for wash-and-wear fabrics eliminates wrinkles being set into fabrics; cold, dirty water does not run back into tub but flows off into drain. This new wringer will soon appear on a number of wringer washers in industry. Lovell Mfg. Co., Erie, Pa.

**TV DEALERS!**

**Take off on a**

# **SYLVANIA SYLOUETTE \* HOLIDAY**

*7 full days! All expenses paid!  
in glamorous, exotic*

# **MEXICO**

**Relax in Mexico City and Acapulco**

**NO CONTEST TO ENTER! YOU CAN QUALIFY EASILY**

**BY ORDERING ONLY  
12 SYLVANIA SYLOUETTES**

**(all 1959 Sylouette models are included)**

**From February 1st through March 15**

**FREE!**



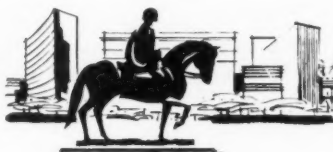
You'll fly to Mexico non-stop on luxurious DC-7's. Complete with deluxe service.

**FREE!**



You'll thrill to the spectacle of a Mexico City bull fight.

**FREE!**



You'll enjoy sight-seeing, night-clubbing, and shopping in famous Mexico City.

**FREE!**



You'll fly to four thrill-packed days in Acapulco — the "Pearl of the Pacific." Deep Sea fishing, swimming, golfing, fabulous resort hotel.

**Another sensational trip from SYLVANIA TV, sponsors of the famous Sea Breeze "Queen of Bermuda" Cruise and Sea Breeze House Party in Nassau.**

**Ask any dealer who made these trips—you'll have the time of your life**

**Call your SYLVANIA Distributor Now**

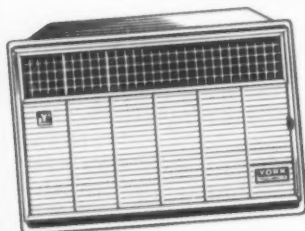
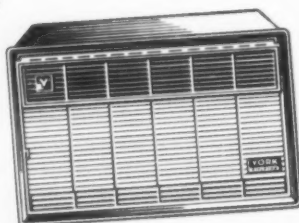
# Sh-h-h-h

York Acoustamatic is just part of the new,  
revolutionary  
**YORK BLUE CHIP LINE FOR '59**



**York Medalist.** Tiny, compact 115V., 7½ amp. uses less current than an electric toaster. Also in 230V. Reverse-cycle Heat Pump model also available.

**York Citation.** Stunning "Floating Front" Styling highlights any room. In 115V. (12 amp.), 230 and 208V. Reverse-cycle Heat Pump model also available.



**York Metropolitan.** Ultra-quiet...heavy-duty, in 115V. (12 amps.), 230 and 208V. Also available in York Acoustamatic and reverse cycle Heat Pump models.

## BACKED BY NEW, EXCLUSIVE YORK BLUE CHIP FRANCHISE!

**Built-In Blue Chip Quality**—a franchise that assures customers of a full dollars worth of quality for every dollar of purchase price.

**Blue Chip Consumer Values**—geared to the growing demand for true value and consumer benefits.

**Blue Chip Creative Selling**—featuring national promotions tied in to retail advertising and local promotion.

**Blue Chip Profit Protection**—York product quality backed by the York Blue Chip Franchise assures you of maximum sales and profits, always.

**Blue Chip Selective Franchise** for dealers who want to do creative selling for a profit.

**Blue Chip Company History**—Since 1885, York—the name that stands squarely behind its products and its dealers.

### PLUS BONUS Incentives for Creative Selling!

York dealers can win a fantastic array of silver prizes for the home—flatware, serving pieces, holloware—in Sterling and Silver Plate! And, they can win a vacation in exotic Nassau, or a fabulous all-expense tour of Paris and London!

**START EARNING POINTS TOWARD YOUR  
FABULOUS YORK VACATION!  
CALL YOUR YORK DISTRIBUTOR, NOW!**



Your FUTURE and  
FORTUNE Now Lies  
With YORK

# YORK

YORK CORP. SUBSIDIARY OF BORG-WARNER CORP.

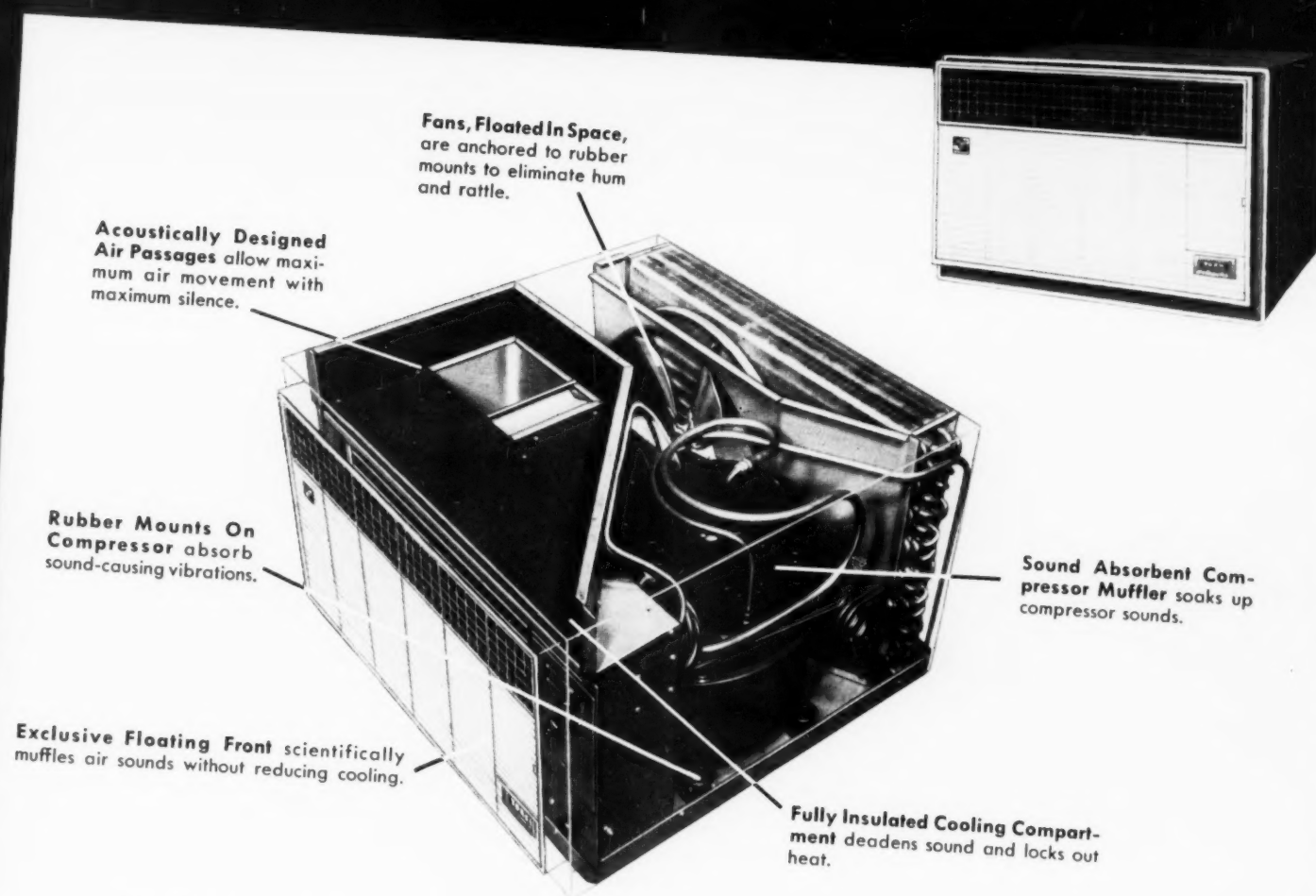
Air Conditioning, Heating, Refrigeration and Ice Equipment • Products for Home, Commercial and Industrial Installations



**BORG-WARNER  
RESEARCH & ENGINEERING  
MAKE IT BETTER**



# LOOK INSIDE For The Sales-Clinching Reasons YORK Acoustamatic Is the World's Quietest Room Air Conditioner



Now York has combined power and beauty in a compact room air conditioner and added to it another sales-clinching plus—**SILENCE!** Actually so quiet it makes less sound than an ordinary electric fan—the result of long years of York research and development! You can demonstrate

this feature—use it as a sales-closer—right in your store. Yes, and this new Acoustamatic also has the demonstrable exclusives standard on all York Room Air Models...Cooling Maze Coils that remove 30% more humidity...Sealed-In-Steel Compressors that have automotive-type pistons with rings!

# new products



Welbilt Gold Star 36 in. range

## Welbilt Range

Welbilt Gold Star 36 in. gas range features an oven 19 in. wide and deep and 14 in. high with about 5,000 cu. in. capacity; flush front design; 2 glass door panels; square look; gold and stainless steel background; Robertshaw oventrol matchless oven. Standard equipment includes giant griddle; "burner with brain"; "flame set" adjustment of burner flame height during controlled operation; radiant rotisserie combination with hi-broiler. Other features include clock, lamp, timer, glass door oven light, thermal griddle combined with fifth burner; thermal eye front burner; simmer burners and concealed drip trays. The Welbilt Corp., Maspeth, N. Y.



Oasis SD-32 dehumidifier

## Oasis Dehumidifiers

Oasis announces a restyling of 2 dehumidifiers D-28 and SD-32.

D-28, deluxe model, removes up to 3½ gal. water per day from a 50 x 30 x 8 ft. (12,000 cu. ft.) room; made of steel in green stipple-tone baked enamel with pattern weave silver finished steel grille; 2-gal. polyethylene moisture container mounted in back of dehumidifier; weighs 52 lbs.; stands 23½ in. high, 12 in. wide and 12½ in. deep with receptor; automatic humidity con-

trol available as accessory.

SD-32, super deluxe model comes complete with built-in humidistat; removes up to 4-gal. water every day from areas totaling up to 14,000 cu. ft.; mocha tweed vinyl-clad cabinet with gold anodized aluminum grille; 2-gal. capacity polyethylene container mounted on back; weighs 55 lbs.; 23½ x 12 x 14½ in. The Ebco Mfg. Co., 265 N. Hamilton Rd., Columbus, 13, Ohio.



G-E upright cleaner U-1

## G-E Cleaner

Low silhouette made possible by specially designed motor installed horizontally, an elevator power brush that adjusts automatically to all rug and carpet heights and to bare floors are featured in the new G-E twin power upright cleaner U-1.

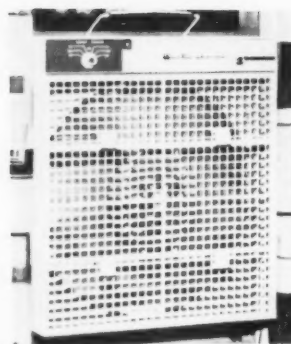
Has cleaning head only 4½ in. high; handle lowers flat to floor for long-reach cleaning under low furniture; handle lock control and on-off switch located on contoured hand grip; sandalwood and chrome finish; weighs 14½ lbs.; stores easily by hanging on wall like a broom or stands in closet corner; disposable filter bag concealed inside Saran fabric cleaner bag with pocket for storing cord.

Price, \$69.95; available as accessory at \$19.95 is a complete set of cleaning attachments for above-the-floor cleaning. General Electric Housewares and Radio Receiver Div., Bridgeport, Conn.

## Westinghouse 1959 Fans

Westinghouse' 1959 fan line consists of 12 basic models.

Top-of-line is Custom Supreme, portable window model, C-1, with adjustable grilles for full-room cooling; automatic thermostat; illuminated front control panel; illuminated power indicator to show current is on if thermostat has stopped unit.



Westinghouse Custom Supreme fan C-1

Built-in window mounts eliminate panels; electrically 6 speeds reversible, 3 in each direction; can be used in window or as portable model.

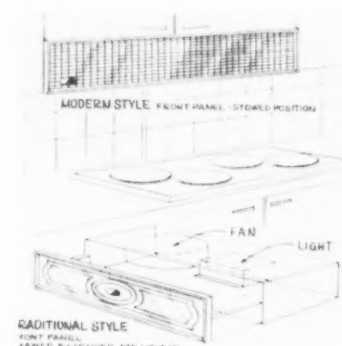
D-1 has thermostat, built-in window mounting, portable and new thin styling; reversible with 3-speeds in each direction.

SP-1, SR-1 and AWF-3530, also designed for window use; electrically reversible with 3 speeds in each direction; SP-1 fixed panel model; fits window from 26 to 41 in. wide; front control easily located. SR-1, portable electrically reversible, with 6 speeds; sash handle for easy carrying; mounts in window without panels. AWF-3530 has 6 speeds, electrically reversible; automatic thermostat; permanently attached, adjustable panel; conveniently located controls.

Also included are 2 new Mobilair rollabouts DM-1 and M-1; DM-1 Deluxe unit with full 360 deg. adjustment; both wheel from place to place, or up or down stairs; adjust to any height; air-injector rings, deep-pitched Micarta blades give high capacity cooling; high and low speeds.

Riviera series of all-purpose fans is represented by models R-2022 and R-1; 3 oscillating desk-bracket fans 16SD4, 12LA5 and 10LA4 make up the balance of line.

Prices, From \$69.95 for C-1, and DM-1 Mobilair, to \$19.95 for 10LA4. Westinghouse Corp., Fan and Heater Dept., Springfield, Mass.



Emerson-Pryne hood

## Emerson-Pryne Hood

"Retractable" a new concept in ventilating hoods is introduced by

Emerson-Pryne. Flush with cabinets and out of way when not in use, features include a light and fan that turn on automatically when hood is pulled out, and turns off when hood is pushed back; hood is geared and runs on nylon rollers; available in a variety of front panels for modern or traditional kitchens; self-contained light and fan—nothing needs to go inside cabinet; 2-speed switch controls fan; specially designed blo-fan unit 100-watts and 100-watt concealed light. Emerson-Pryne Co., Div., Emerson-Electric, St. Louis, 8100 Florissant Ave., St. Louis, 21, Missouri.



Air King Dehumidifier

## Bern Air King Dehumidifiers

New 1/5 h.p. deluxe models DH10D and DH20H dehumidifiers feature automatic operation with automatic humidistat which turns units on automatically if humidity rises above pre-selected level and turns them off when humidity drops; DH10D includes an electronic overflow switch that automatically turns off unit when water container is full and turns on a signal light; new fawn linen texture-design in vinyl plastic sides fused to an all-steel body.

Both units dehumidify average enclosed areas up to 13,000 cu. ft.; removes up to 4 gals. water in 24 hrs.

Two economy models also available in new line include DH 16 with a 1/6 h.p. compressor that dehumidifies enclosed areas up to 11,000 cu. ft.; and a 1/5 h.p. model that dehumidifies areas up to 13,000 cu. ft.

All models are portable, permanently oiled, hermetically sealed, all-steel construction; come equipped with 2-gal. capacity water container and fitting for a permanent drain; each carries a 5-year warranty.

Prices, DH10D, \$159.95; DH20H, \$144.95; DH16, \$109.95; second economy model, \$129.95. Berns Air King Corp., 3050 N. Rockwell St., Chicago, 18, Ill.

# '59 FEDDERS

AIR CONDITIONERS  
and YEAR 'ROUND HEAT PUMPS  
of the HIGHEST INTEGRITY

14 magnificent new models with the most beautiful Thin...  
*and Low* styling yet...and every one packed with the most  
powerful compressor available...the biggest cooling coils  
possible...and that famous Fedders engineering to turn out  
real comfort you can demonstrate and sell.





# You can actually demonstrate (and heating) power that's

There's only one way to get real cooling out of an air conditioner—and that's from the components you build into it. Look what Fedders is putting into *every one* of its air conditioners so that you can actually show customers how—and why—Fedders delivers outstanding cooling and heating power. No mere claim can be as convincing as this visible evidence:

## **The most powerful twin-cylinder compressors available:**

Fedders cuts no corners when it comes to the compressor, the heart of every air conditioner. For every HP rating, for every voltage, Fedders uses the most powerful twin-cylinder compressors available. All of them provide extra piston displacement that gives more basic cooling and heating capacity to every model in the new Fedders line.

## **Nothing less than three...four...or five-row cooling coils:**

To get the maximum in cooling and heating power from these high-capacity compressors, Fedders uses the biggest possible cooling coils. In every model, Fedders employs a big three-row evaporator, a big three-row condenser... or four-row...even five-row coils—whichever is required to develop the full potential capacity of the high-power compressor.

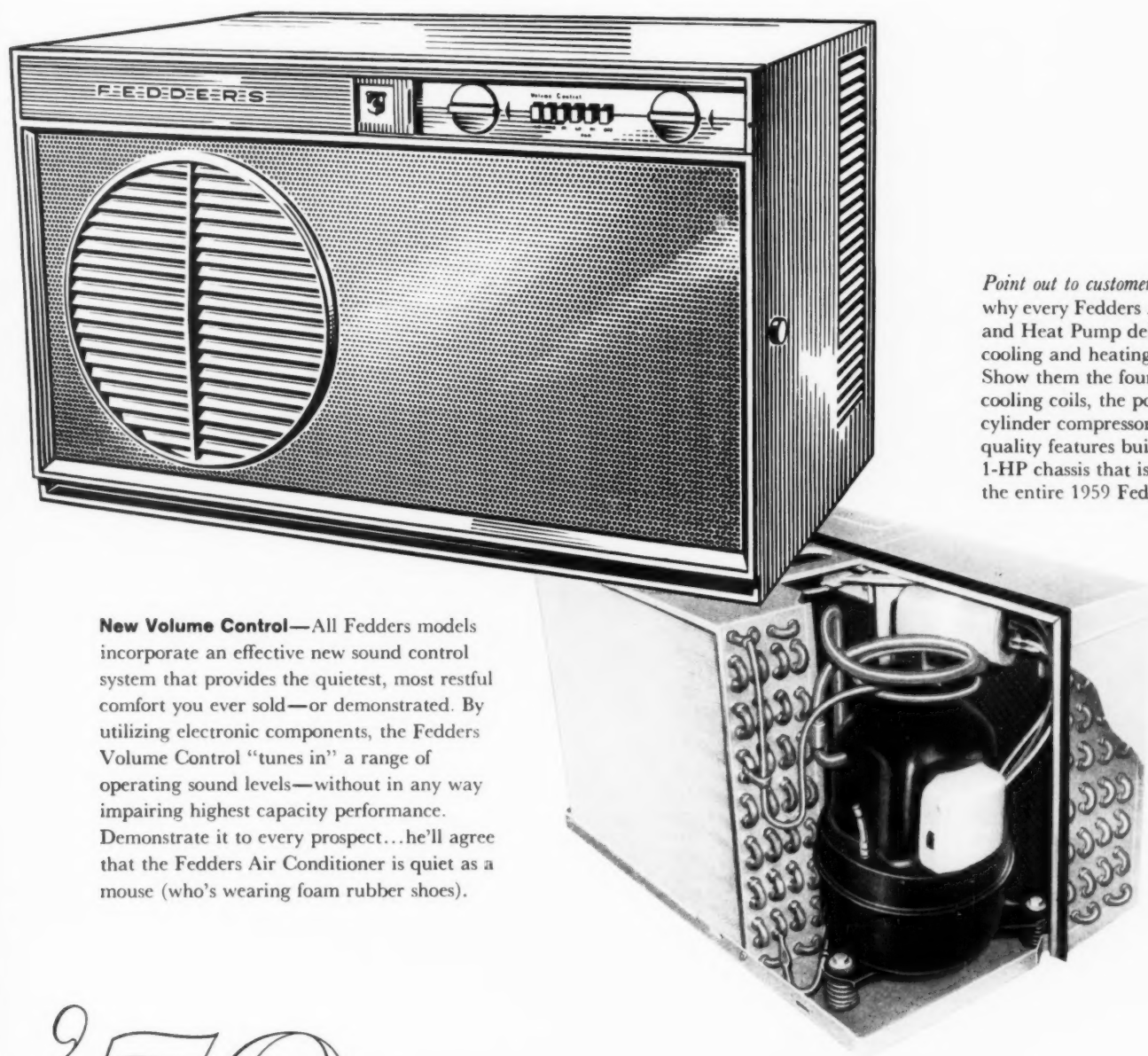
Because Fedders packs more cooling power than old-fashioned "stick-way-out" models in far less space, all these new Fedders will continue to wear handsome, saleable *Thin...and Low* styling.

Look them over. From the rear louvers that protect the condenser coil...to the new Voltage Compensator up front that permits sales even where house voltage is inadequate, these new models have been engineered and manufactured with the same high integrity that has won top rating for Fedders in every competitive test conducted by independent consumer organizations since 1954... that has made Fedders the world's largest-selling air conditioner.

....WHEN WE WEAR  
THESE  
SPONGE RUBBER SHOES!



the extra cooling  
built into every new Fedders



*Point out to customers why every Fedders Air Conditioner and Heat Pump delivers the cooling and heating it promises. Show them the four-row cooling coils, the powerful twin-cylinder compressor, all the other quality features built into this 1-HP chassis that is typical of the entire 1959 Fedders line.*

**New Volume Control**—All Fedders models incorporate an effective new sound control system that provides the quietest, most restful comfort you ever sold—or demonstrated. By utilizing electronic components, the Fedders Volume Control “tunes in” a range of operating sound levels—without in any way impairing highest capacity performance. Demonstrate it to every prospect...he'll agree that the Fedders Air Conditioner is quiet as a mouse (who's wearing foam rubber shoes).

<sup>9</sup>59 **FEDDERS**

Air Conditioners and Year 'round  
Heat Pumps of the HIGHEST INTEGRITY

# new products TV, RADIOS, STEREO



Columbia stereo hi-fi console No. 957

## Columbia Stereo-Phonos

Nine stereo-phonograph models are announced for 1959 by Columbia. —5 portables and 4 consoles. Portables, 901 and 903, are complete stereo and/or monaural units with 2 4-in. speakers and 2 volume controls; dual amplifiers; turnover cartridge with 2 sapphire stylus; special acoustically transparent grill. No. 901 comes in charcoal and white. No. 903, in ginger and white and features an automatic record player with automatic shut off; plays 10-12-in., 12-10-in. or 12 7-in. records automatically.

Portables, 905, 907 and 909, are complete stereophonic units—nothing to add. No. 905 has two 5½ in. speakers with 60 to 15,000 cps range; 4 controls: treble, bass and volume-A channel; volume-B channel combination balance control; grey and white cabinet; No. 907 has two 6-in. speakers; 50-18,000 cps range; 4 controls; Columbia C-D cartridge with sapphire needle; brown and eggshell cabinet; No. 909, has 4 speakers, two 6-in. and two 4-in.; 40-20,000 cps; 4 controls; Columbia C-D cartridge with diamond stylus; stardust black.

Self-contained stereo console 951 has 3 speakers: a 12 and two 6-in.; 30-20,000 cps range; 4 controls; C-D cartridge with diamond needle; hi-fi; Columbia Glaser-Steers stereo changer; automatically selects 33 or 45 rpm and plays 10 and 12 in. records intermixed; mahogany, blond or walnut cabinet. Nos. 953, 955 and 957 complete stereo and/or monaural, only remote speaker needed; have 4 speakers, a 12 and three 4-in.; 30-20,000 cps;

5 controls; C-D cartridge with diamond needle; Glaser-Steers changer; No. 955 and 953 have mahogany, blonde or walnut cabinets. No. 957 is a combination stereo—with AM and FM radios for simulcast stereo broadcasts. Columbia Records, 799 Seventh Ave., New York, N. Y.



G-E RP 1160 radio-stereo

## G-E Radios

Six new transistor radios, an AM-FM dual speaker Musaphonic radio and a radio-stereo phono combination with matching amplifier-speaker are announced by General-Electric's radio receiver department.

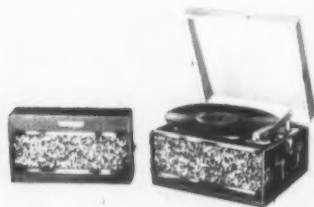
Heading transistor portable line is the "Cross-Country" P-780, with 8 transistors plus a crystal diode; tuned RF stage for long range reception chrome-plated metal front grille and luggage-type folding handle; 5¼-in. speaker; continuous tone control; vernier slide-rule tuning; 9½ in. ferrite rod antenna; dial light; plays approximately 500 hrs. on set of ordinary flashlight batteries.

P-776, in saddle-stitched ginger leather with gold grille has 7 transistors and a crystal diode; a 4-in. speaker, dial light, ferrite rod antenna; plays 400 hrs.



G-E transistor radio P 780

P-770 and P-771 have 7 transistors and a crystal diode, high-impact case with retractable handle; white and mocha or 2-tone green; 4-in. speaker and dial light.



Columbia stereo No. 901

P-795, P-796 and P-797 each have 5 transistors and crystal diode; saddle-stitched simulated leather with contrasting grille in hi-impact plastic; black or blue and white or beige and cocoa respectively.

P-785, P-786 and P-787, 7-transistor pocket radios in ebony and white, white, wedgewood and white respectively, has a crystal diode; weighs 16 oz.; complete with batteries; operates 50 hrs. on low-cost carbon penlight cells or 150 hrs. with mercury batteries. May also be used with P-15 leather recharger-travel case.

P-805, white or wedgewood, P-806, has 5 transistors plus crystal diode, polystyrene case and 3½ in. speaker; plays 150 hrs. on one set batteries.

AM-FM dual speaker Musaphonic radio T-210 in mocha and beige with grille cloth acoustically designed for optimum tone quality features AFC on FM band; selector control turns rotary slide-rule tuning dial and switches from AM to FM reception. Radio contains 8-tubes plus a selenium rectifier; 2 large 6½ in. speakers; 2 antennas; continuous tone control, vernier tuning, output jack for use with tape recorder; phono-jack for plug-in of record player; special speaker mounts.

Radio-stereo phono combination with matching amplifier speaker, No. RP-1160 has tapered, easy-access styling which makes reaching turntable easy when lid is opened; electric light in turntable illuminates; included are a compatible cartridge, necessary amplifier-speaker jack; monaural-stereo switch for stereo and conventional records; phono has twin 6½ in. G-E speakers; a 5.5 watt amplifier; will play 14 7-in. 12 10-in. or 10 12-in. records at 4 speeds and will intermix any 10 or 12-in. records of same speed.

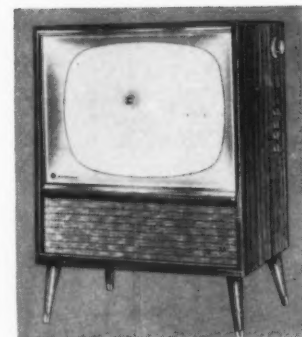
AM radio has illuminated tuning dial, built-in ferrite antenna; 4 tubes and rectifier; function switch on cabinet front has positions for stereo, monaural, radio listening, continuous tone control and loudness control 2-tone grey pyroxylin coated fabrics, wood case, plastic feet; matching amplifier-speaker AS-4, in 2-tone grey has twin 6½ in. speakers.

Prices, transistors, P-780, \$75; other transistors from \$59.95 to \$29.95; AM-FM Musaphonic T-210, \$79.95; RP-1160, \$129.95. General Electric Co., Radio Receiver Dept., Bridgeport, Conn.

## Motorola TV and Stereo

Three popular-priced TV sets, 2 portables, a Drexel luxury set, and 3 stereo hi-fi units are announced by Motorola.

Popular-priced sets include 2 consoles and a table model. Lowboy horizontal, 21K116 features a pow-



Motorola console

er M chassis with tube sentry and Golden M tubes; 4-wafer cascade tuner; shorter aluminized tube and Golden Voice speaker; available in mahogany, blond, walnut or California mahogany.

Vertical model 21K115 has all features of 21K116 in a different style cabinet; comes in mahogany, blond or walnut.

Table model 21T63 uses same chassis and circuitry of consoles; housed in compact table cabinet in mahogany, blond or walnut finish.

Portables include 17P5 a 17-in. set and 14P14, a 14-in. unit. Both designed to give console perform-



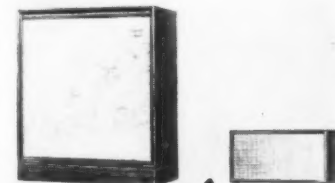
Motorola Drexel "Profile"

ance even in fringe locations and have 4-wafer cascade tuners, gated AGC, hand wired chassis, high pass filters; Golden Voice speakers and Golden M tubes; magic mast antenna systems. 17P5 comes in gray or green with antique white, or maple sugar and gold. 14P14 comes in antique white and mocha.

An additional model has been added to the Drexel "Profile" line of contemporary models; finished in sable walnut; tambour-doored design; Golden M chassis has 8-watt hi-fi amplifier with 4, 6 and 8 in. acoustically matched speakers.

## Stereo

Stereo hi-fi units include a combination of the 3H25 table model



Motorola stereo



# new products TV, RADIOS, STEREO

## MOTOROLA continued

stereo with its 10T28 AM-FM radio for apartments. 3H25 has an 8-watt amplifier driving a 6-in. woofer and two 4-in. tweeters; automatic intermix record changer has 45 rpm spindle; brass legs come with unit to make it a console. AM-FM radio 10T28, which serves as second sound source is a 10-tube model with drift free reception, tuning eye, flywheel tuning and improved built-in antenna; radio has 2 matched speakers in its own amplifying system.

**SK21, console stereo** with accompanying shelf-type speaker S21 features a 4-speed automatic intermix changer, 4 dual controls located in master unit and a dual sapphire stylus; dual amplifiers have 20-watts output to drive 3 speakers in control unit and 2 in. speaker enclosure; cabinet entirely of 3/4" lumber core wood for best sound resonance; mahogany finish.

**Step up model SK23 and speaker S23** have same electrical components with slightly larger cabinet and deluxe changer in mahogany.

**Prices.** No. 21K116, \$229.95, mahogany, \$239.95, blond; 21K115, \$229.95 and \$239.95 respectively; 21T63, \$179.95 and \$189.95; 17P5, \$169.95; 14P14, \$139.95. "Profile", \$529.95. 3H25 combination, \$199.95; SK21, \$229.95; SK23, \$239.95. Motorola, Inc., 4545 W. Augusta Blvd., Chicago, 51, Ill.



Sylvania stereo with simulcast radio receivers No. 4706

## Sylvania Stereo Hi-Fi

Sylvania's line of stereophonic hi-fi phonos include 7 consoles, 2 portables and 2 furniture-type speaker-amplifier combinations that provide 3-way sound and a unit with simulcast radio receivers.

**3-way effect** is achieved through flexible space direction, speaker system which provides monaural, compact stereo or extended stereo sound as desired; "compact stereo" effect is obtained when set's 5-speakers are contained within console; "extended stereo" is achieved when 2 small compartments each

containing one hi-fi and a middle range speaker, are removed from console and placed at desired distances away from master unit; speaker compartments recessed into sides of console slide out easily when "extended stereo" is desired; compartments finished in veneers and grille cloth match console, are connected to master unit by 12-ft. extension cords; cords recess out of side when compartments are in console; amplifiers and bass speaker are stationary in master unit.

**Custom deluxe, models 4706 and 4324,** equipped with space direction speaker arrangement. No. 4706 also equipped with simulcast AM and FM receivers; sets operate independently of each other to reproduce radio signals through separate amplifiers and speakers. Both have dual-channel amplifiers producing 40-watt power; five consoles have dual diamond-sapphire styli; diamond tip is used on 16-33-45 discs and the sapphire stylus on 78 records; entire line has a frequency range of 50 to 15,000 cycles.

**All 2-unit consoles,** completely engineered for stereo sound; may be purchased separately for monaural hi-fi or with companion satellite speaker-amplifier combination; complete 2-unit stereo systems have up to 8 speakers with dual amplifiers producing up to 40-watts maximum.

**Two portables, 4422 and 4413,** self-contained stereo units with dual speakers and dual channel amplifiers producing up to 4 watts power; one speaker contained in lid of portable which can be placed up to 12-ft. away from master unit. Portables equipped to play monaural hi-fi discs as well.

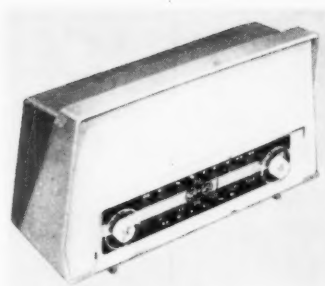
**Prices,** self-contained consoles \$595 and \$399.95; 2-unit ensemble consoles, from \$189.95 to \$300.95; self-contained portables, \$69.95 and \$139.95; satellite speaker-amplifier combinations, \$140 and \$190. Sylvania Electric Products, Inc., Home Electronics Div., Batavia, N. Y.

## RCA-Victor Radios

**Three new "Flairline" table models** with finished backs for use on a room divider features hand grips for easy carrying. Models include Monogram XI, a 4-tube plus rectifier chassis with large, direct driving tuning knob and combination push-pull, on-off and calibrated volume control in one clear plastic knob; moonmist gray finish.

**Signet, X2,** a deluxe version of Monogram, also available in choice of champagne white and pink, white and charcoal or white and Bermuda turquoise.

**Viscount XF3,** an AM-FM set



RCA-Victor "Viscount" No. XF3

with 7-tube plus selenium rectifier chassis, lighted slide rule dial and 4 x 6-in. speaker; available in moonmist gray and charcoal, antique white and maple sugar, or white and dawn green.

**Price,** Monogram, \$19.95; Signet, \$21.95; Viscount, \$64.95. RCA Victor Radio and "Victrola" Div., Radio Corp. of America, Camden, N. J.



Olympic "Prescott" KY 147 combination

## Olympic 1959 Line

**Twenty-seven new models** including a table model TV set; 3 stereo 3-way combination TV, AM radio stereo hi-fi phonos; portable phonos; hi-fi-stereo equipped hi-fi with complete dual channel units.

**Prescott 3-way combination, No. KY 147,** consists of custom wired chassis, power transformer; removable safety glass; stereo accessory panel and a jack to permit attachment of second sound channel to external speaker-amplifier system; combines an AM radio, stereo equipped phono and hi-fi TV with 21-in. aluminized picture tube; available in mahogany or blond.



Olympic "Tipton" SP60 Portable stereo phono

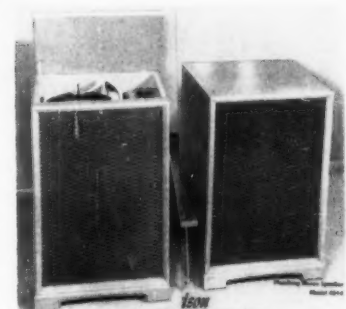
**Mayfield,** also equipped with AM radio, stereo hi-fi phono; 2 speakers; and 21-in. TV; comes in mahogany or blond finish. Millbury, a similar combination has a total of 3-speakers.

**Portable phonos** include Rockport, a 4-speed hi-fi automatic phono; and Tipton, (shown) a 4-speed, automatic phono with stereo "piggy-back" dual sound systems.

**Hi-fi stereo** equipped units include The Perry and The Webb, both with 3-speaker sound systems; 4-speed automatic phono. The Webb includes an AM radio; both are available in mahogany or blond finish. The Seneco and Grange feature a 12-tube AM/FM radio; 4 speaker sound system; 4-speed automatic phono; individual bass and treble tone controls; Seneco comes in mahogany, blonde or walnut; Grange in blond or walnut.

**Hi-fi models with complete dual channels** include the Great Neck with 8-tube AM/FM radio; 4 speaker system; 4-speed automatic phono; the Parker, similar with AM radio; Summerland has 12-tube AM/FM radio, 6 matched Jensen speakers; Magic eye indicator; comes in mahogany, blond or walnut.

**Prices:** From \$59.95 for Rockport portable to \$389.95 for Grange in walnut. Olympic Radio & TV Div., The Siegler Corp., 34-01 38th Ave., Long Island 1, N. Y.



Setchell-Carlson Mono-Stereo radio-phono RP 91

## Setchell-Carlson Radio-Phono

**Setchell-Carlson's monophonic-stereophonic radio-phono combination R-91** in Unit-ized design, with plug-in provision to add units and accessories to make over 10 monophonic and stereophonic radio and phono combinations features a dual channel audio amplifier; each channel has push-pull output; straight a.c. power transformer with silicon rectifiers; aluminum chassis; each channel also has individual tone and gain control; electronic master volume control; selector switch; channel audio reverse; special wood cabinets of mahogany, fruitwood cherry, limed oak or American walnut; four 8-in. and one 4-in. custom hi-fi Alnico V speakers with crossover; potted and sealed audio output; 20 to 20,000 cps response; off-on indicator and compartment light; 80-watts input power. Setchell-Carlson Inc., New Brighton, St. Paul, 12, Minn.

Don't just wish for high-flying stereo sales and profits—join in beginning February 15 with

# RCA Victor's Million-Dollar



**IF THEY LIKE CLASSICAL**  
Offer them the album containing  
more than 6 hours of  
classical selections by:

BEETHOVEN  
BRAHMS  
COPLAND  
DEBUSSY

DVORAK  
FRANCK  
MOUSSORGSKY  
PROKOFIEFF

RAVEL  
RIMSKY-KORSAKOFF  
ROSSINI  
SAINT-SAENS

STRAVINSKY  
TCHAIKOVSKY

**Ask your RCA Victor Distributor how you can offer your customers their choice of one of these \$65\* Deluxe Stereo Record Libraries when they buy any RCA Victor Stereo Console—from \$219.95!**

\*Based on nationally advertised list prices.

# "Save-on-Stereo" Promotion!

The Mark IV—\$425

The Mark VI—\$379.95

The Mark IX—\$219.95

## IF THEY LIKE POP

Offer them the album containing 149 favorite pop songs by 11 outstanding popular artists, including:

Perry Como  
The Robert Shaw Chorale  
The Three Suns  
Ames Brothers

Bing Crosby-Rosemary Clooney  
The Melachrino Strings and Orchestra  
Esquivel and His Orchestra  
Dick Schory's New Percussion Ensemble

The New Glenn Miller Orchestra,  
Directed by Ray McKinley  
Xavier Cugat and His Orchestra

**IT'S AN OFFER THEY'LL GOBBLE UP!** Your customers are new to stereo. They have no stereo records to play. So what's more natural—more enticing—than to offer them a big start on a stereo record collection *when they buy any RCA Victor Stereo Hi-Fi console!* RCA Victor has named this promotion "Save-on-Stereo"—and has pressed a limited quantity of deluxe stereo albums for it. Each album contains 10 long-playing "Living Stereo" records—either classical or pop music.



**RCA VICTOR IS REACHING YOUR BEST PROSPECTS** with news of this sensational offer with a saturation line-up of commercials on its network TV shows and on radio, backed by big-space ads in leading retail markets!

**AND PERRY COMO ADDS MORE SELL** with an exciting show on February 28 on TV and radio in *stereo sound!* Everyone will be watching and listening to the show.

*Cash in on this big new sales- and profit-making opportunity! See your RCA Victor distributor for details on how you can take part—today!*



Manufacturer's nationally advertised list prices shown, optional with dealer's, subject to change. Slightly higher for West and South. Prices vary according to faith.



## TOY MANUFACTURERS

of the U.S.A. Inc.

200 FIFTH AVENUE, N. Y. 10 N. Y.

Invites you to attend the

*1959 American  
Toy Fair*

IN NEW YORK CITY

MONDAY, MARCH 9<sup>TH</sup>  
thru SATURDAY, MARCH 14<sup>TH</sup>  
(OPEN ALL DAY SATURDAY)

*Exhibits at*

- HOTEL NEW YORKER
- HOTEL SHERATON-McALPIN
- 200 FIFTH AVENUE
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... and other permanent showrooms

This year's TOY FAIR will be  
ONE WEEK IN DURATION



THE TOY INDUSTRY PROUDLY  
PRESENTS THE BEST IN INVENTIVE,  
CREATIVE, and ARTISTIC  
DEVELOPMENTS in AMERICAN  
MADE TOYS

## NEW

a portable cooler  
with a  
built-in heater!



*Travel Air*  
cool-r-heater

COOLS

VENTILATES

HEATS

CIRCULATES

HUMIDIFIES

FILTERS

PAT. PENDING

See the complete '59 cooler line or  
write for catalog.

**METALAIRE PRODUCTS CO.**  
560 S. 15th Street, P. O. Box 468  
Phoenix, Arizona



Emerson stereo-hi-fi-TV-Phonoradio No. 1474

### Emerson Phonoradio Combination

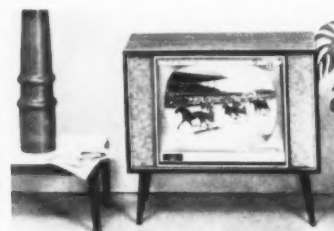
Emerson announces a complete home entertainment stereo hi-fi TV-Phonoradio combination No. 1474 in a "tru-Slim" lo-boy ensemble.

Unit contains full power transformer chassis with 21-in. wide angle, 110-deg., aluminized picture tube; up-front, easy-to-reach tuning controls; dual channel hi-fi amplifier for stereo and monaural operation; built-in balance control to facilitate operation of both sound channels from one point; sound system has heavy "woofer", 2 matched "tweeters"; ready for stereo by attaching an external speaker system such as the Emerson No. 970 or 971; a 3-position selector switch permits choice of sound sources—internal, external or both.

Automatic 4-speed, "auto-brain" record changer with stereo cartridge plays stereo and monaural recordings; automatically changes turntable speeds for 33 $\frac{1}{3}$  and 45 rpm records, which can be intermixed; miracle-tone, 3-speaker with enclosed super loop antenna, AVC and dual beam power output.

Comes in limed oak and mahogany finishes.

Price, \$348. Emerson Radio & Phono Corp., Jersey City, 2, N. J.



Zenith Bentley

### Zenith TV and Stereo

A full line of TV receivers from "carry abouts" and table models to fine furniture consoles and combinations is announced plus 6 new model additions.

Practically entire line features new "front-of-receiver" design

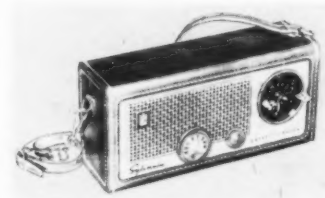
called "Classic Look" styling; operating controls are grouped in one corner; new type escutcheon frame is used around picture tube; transformer-powered, handcrafted horizontal chassis with no printed circuitry is used in entire line including portables; short neck Sunshine picture tube produces sharp definition. 21- and 24-in. table and console series have as standard equipment remote tuning.



Zenith Santa Monica TV

Shown are the Santa Monica 14-in. portable, with dipole antenna and Aztec turquoise cabinet; and 21-in. Bentley lo-boy equipped with built-in Space-Command remote tuning.

Zenith's Bach, stereo hi-fi instrument with FM-AM radio; plays monaural records; coupled with companion stereo speaker system, provides 3-dimensional stereo hi-fi reproduction of stereo records; SF 185M in grained maple cabinet; also available in grained mahogany color. SRS 20M matching speaker has same finish. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, 39, Ill.



Sylvania cordless clock-radio 3406

### Sylvania Clock-Radio

Play Timer, No. 3406, a cordless, transistor clock-radio operates on 7 transistors and a germanium crystal diode; equipped with 3-in. speaker; full-feature times with automatic wake-up and sleep switch; operates on 6 type "C" flashlight batteries for up to 200 hrs., entire back of luggage-type case snaps open for easy access to battery pack; full-front mother-of-pearl inlay with contrasting clock face; adjustable carrying strap can be removed for indoor use; hand-stitched, top grain steerhide case.

Price, \$69.95. Sylvania Electric Products Inc., Home Electronics Div., Batavia, N. Y.

## Make friends with your customers



The gleaming finish on that new television set played a large part in closing the sale. Will it be marred by ugly scratches before it is delivered? Not if you protect it with Webb Wrapabouts. Made of water-repellent can-

vas, thickly padded and flannel-lined, they last for years. And they protect everything—the appliance, the customer's woodwork and your reputation as a service-minded merchant. Why not write for information today?



### WRAPABOUTS

For Radio, HiFi, TV  
and Air Conditioners

For major appliances use Slingabouts

Webb Manufacturing Co.  
29188 N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and  
Slingabouts for

☐ TV ☐ washers ☐ refrigerators ☐ ranges ☐ radios ☐ air conditioners

FIRM NAME

ATTENTION:

STREET

CITY

ZONE

STATE

## new products



Concert electric chord organ

### Concert Organ

A new full-range electric organ with 2½ octave treble keyboard and a 40-chord bass section, can be played without musical training; a built-in simplified playing system with numbered keys and lettered chord buttons and special music books; modern design, of Italian primavera wood in blonde, walnut, mahogany and ebony finishes; organ reeds of Swedish stainless steel.

A spinet model, the 25-lb. organ transforms into a portable by removing the 4 tapered brass legs; measures 10 in. wide, 24¼ in. long and 8½ in. high with legs detached.

Price, \$199.95, made by Excelsior Co. Inc., Castelfidardo, Italy; sold by Organ Corp. of America, 51-02 21st St., Long Island City, N. Y.

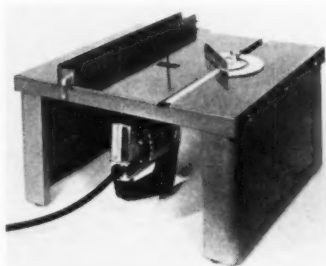
### BRIEFS



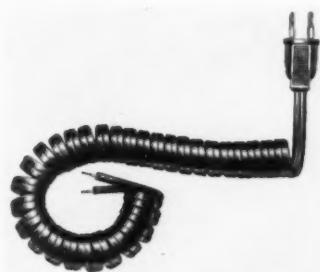
Perma-Power announces a new automatic garage door opener G-500. Easily installed, unit permits any residential garage door to be opened and closed with a touch of finger by radio control without leaving car. Can be used with any garage door up to 18 ft. wide and 8 ft. high of metal or wood; requires only 2¼ in. headroom between high arc of door and ceiling; sectional roll-up and 1-piece tilt-up doors can be used; ¼ h.p. capacitor start type motor. Perma-Power Co., 3100 N. Elston Ave., Chicago, 18, Ill.



An all-purpose, 24-hour timer APT1-0 that sets like a clock and automatically controls any household electrical appliance is now available from Paragon Electric Co., Two Rivers, Wis.



A new 15 x 16 in. steel table that converts Thor's. No. 440 and 441 portable jig saws to stationary table jig saws is announced by Thor Power Tool Co., Aurora, Ill. Jig table is 8-in. high, opens in front so portable jig saw can be inserted and placed beneath with blade projecting upward through opening in table surface. Equipped with rip guide and miter gauge together with the jig-saws's own angle base adjustment permits compound angle cuts. Prices, \$12.95 for table, No. 441 jig saw, \$39.95; No. 440, \$29.95.



A coiled heater cord for toasters, irons, frypans, coffeemakers and other related products is announced by The Cords Ltd. Div., Essex Wire Corp., 1601 Wall St., Fort Wayne, Indiana. Compact, mobile (will not tangle or tie in knots) easily stored, has long life; available in 18/2 and 16/2 HPN Neoprene heat resistant insulation and extends from wall outlet to any desired length; molded plastic male plug available with manufacturers' imprints if desired; compatible and matching colors available.

## How to Tell a Young Adult (2nd in a series)



## SHE STOOPS TO CONQUER

A Young Adult's work is never done—by her! She's conquered housework with a dazzling array of appliances, from washer to waffle iron. Appliance-wise beyond their years, young families today account for well over half of all the refrigerators and washers bought in the United States. And when they want useful appliance information, Young Adults turn to Redbook, the one mass magazine edited exclusively for them. What a wonderful way to sell 2,700,000 of your best appliance prospects!

**Redbook** The Magazine for Young Adults

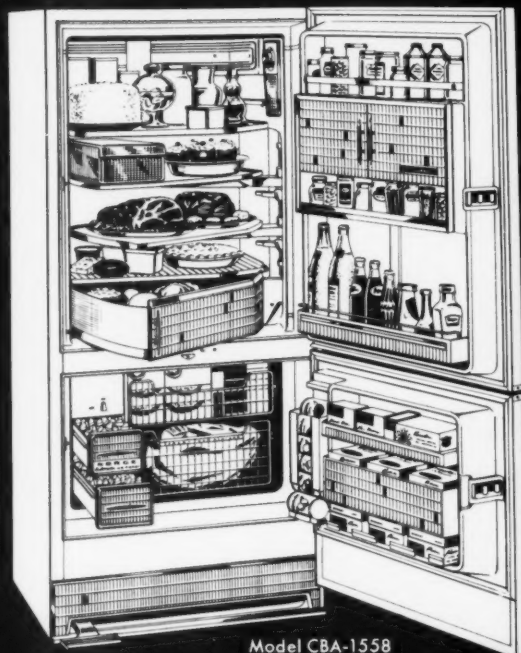


Competition Scrambles  
to Match NORGE  
**Swing'n Serve Shelves**





# NORGE Creative Engineering Sets The Pace For Refrigerator Features!



Model CBA-1558

**COMPETITION CAN'T DUPLICATE** the year's head start Norge gave its dealers with this new shelf design...only Norge offers it on 4 models!

**COMPETITION CAN'T DUPLICATE** the convenience of raising or lowering fully loaded shelves by merely turning a handy knob!

**COMPETITION CAN'T DUPLICATE** the speed and ease of lifting off shelves for quick cleaning...step-saving transport of food!

## Another First! **AUTOMATIC ICE-MAKER IN AN ELECTRIC REFRIGERATOR!**

A real "stopper" for the man in the house! This new Norge ice-maker fills itself with water, freezes it into crescent-shaped cubes and dispenses them into handy storage drawer...all automatically! There are no trays to fill, spill or thaw! Cubes are delivered dry, crystal clear, ready to use. Two storage drawers hold equivalent of 10 normal-size ice trays.

## Another First! **A SWING-OUT VEGETABLE CRISPER!**

Another sizzling attention-getter! Just a flip of the finger brings 29 lbs. of fresh fruit and vegetables out into full view and easy reach! No more "hold and hunt" drudgery! You can even lift out crisper for carrying food to sink or table...or for easy cleaning. Slips back in place just as easy. And it's extra roomy for holding big cantaloupes, long stalks of celery.

## FIRST IN LAUNDRY, TOO!

...with the only washer that injects all washday wonder products, automatically!



Model AWW-502

## NORGE Dispensomat

Detergent, bleach, water conditioner and fabric softener are added at the proper instant of the wash and rinse cycle, automatically!

You can demonstrate right before customers' eyes how much brighter, cleaner, softer this makes the clothes! They can see and feel the difference! And new "Fabric Formula" dial gives the proper settings for every type load, with follow-the-dots simplicity!



# NORGE® Creative Engineering for Sales

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Ill. Canada: Addison's Ltd., Toronto. Export Sales, Borg-Warner International, Chicago 3, Ill.



★ PRIVATE LISTENING JACK

T-45

Nobody matches this price-performance combination! Four transistors and a diode. Top-quality speaker. Clean, sensitive tuning. No other set on the market offers so much at such a low price.

**\$29<sup>95</sup>**



★ PRIVATE LISTENING JACK

T-50

Five transistors plus best looks! Fits your pocket and your palm. Powerful chassis and speaker output. Two color combinations.

**\$34<sup>95</sup>**

# PHILCO TRANSISTORS ARE PACK YOUR POCKETS WITH



T-30

Biggest little guy in the world! The most amazing radio you've ever seen or heard. No bigger than a pack of cigarettes. Three transistors and a diode. Ear-button speaker. Crisp tuning.

**\$19<sup>95</sup>**

**NEW!**



T-65

Table-sized transistor radio needs no cord. At home indoors or out. Scantenna handle rotates for peak reception, lifts up, locks in carrying position. Six transistors and a diode. Big speaker delivers rich, deep-toned sound. Break resistant case.

**\$39<sup>95</sup>**



T-700

Offer the durability of this unbreakable Sur-V-Lon case. The deep, rich look of leather, yet it's scuff-proof, unbreakable. Seven transistors. Plays on four flashlight batteries. Large speaker gives console tone. There's plenty of profit built into this one.

**\$49<sup>95</sup>**



# New from PHILCO the Pick of the Pocket Radios!



The big swing is on! Transistors! Transistors! Everybody wants transistors—they're news; they're exciting.

To you, this excitement means the radio business has opened up — wide. You know there's a great new profit area breaking for you.

How can you jump in and grab off a good share of it? Go Philco! Fast!

Check the whole Philco transistor line against competition. Check the performance, styling. Then, *check Philco pricing and dealer profit.* That's where the payoff is. That's where you want to be.

Philco leads in transistors, is going to get bigger in transistors. (*Nobody's better.*) Get with 'em! Sell the full, profit-packed line of Philco transistor radios. Get the biggest jump, on a great new market, you've ever had! Call your Philco distributor today.



★ PRIVATE LISTENING JACK

T-60

Uses a new Philco micro-alloy transistor. Six transistors including high-performing micro-alloy. New dual-purpose handle doubles as stand. Superlative performance.

**\$39<sup>95</sup>**

# STYLED AND PRICED TO BIG RADIO PROFITS!



★ PRIVATE LISTENING JACK

Rugged, handsome, man-sized performance. The finest 7-transistor radio there is. Genuine leather case. Power-packed chassis. Die-cast metal face. Uses 2 flashlight batteries.

**\$49<sup>95</sup>**



T-78

Genuine leather case... always pushes up sales. For "big" performance and outdoor styling this one wins hands down. Seven transistors. Powerful Magnecor aerial. Latest Vernier tuning. A man-sized radio.

**\$59<sup>95</sup>**



T-9

Finest transistor radio of its kind... bar none! Philco short-wave portable. Nine transistors. Seven bands. World time chart. High-ratio fly-wheel tuning. Five-foot periscope antenna plus built-in Super Magnecor. Weighs 19 lbs. Top-grain genuine leather case.

**\$229<sup>95</sup>**



T-60

Three-way portable that's priced right, has style and topflight performance! Exclusive "Scantenna" handle has twin Magnecor aeriels. Uses four tubes plus rectifier. Extra-large speaker. Break-resistant case in a choice of color combinations.

**\$29<sup>95</sup>**

# PHILCO® Famous for Quality the World Over





## Now ... LIFE, daytime TV add new sales punch to STEELMARK ... to help you sell more products of steel!

You've probably already felt the direct effects of STEELMARK, the massive, nationwide merchandising campaign created by United States Steel to help you sell more products of steel. Millions have seen and accepted the STEELMARK through the pages of *The Saturday Evening Post* and dramatic *U. S. Steel Hour* commercials. They know the STEELMARK means products of steel... products of value... products that bring new *style* and *savings* to consumers.

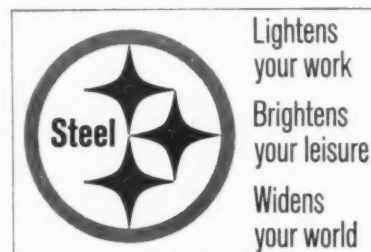
**Now ... LIFE, Arthur Godfrey add new impact!** STEELMARK has added a vast new audience—*LIFE's* 32 million readers, plus two and a half million devoted Arthur Godfrey daytime TV fans—to the *Post* readership of 28 million and *Steel Hour's* 22 million viewers. Picture the combined selling power of this tremendous, nationwide merchandising program! Tie-in today... make the STEELMARK sell more for you!

### FREE TIE-IN KIT!

Write today and reserve your free STEELMARK tie-in display kit: STEELMARK Program, United States Steel, Pittsburgh 30, Pennsylvania. Urge your suppliers to STEELMARK-tag their products at the factory. It can mean extra profits to you!

USS is a registered trademark

Manufacturers! More than six million STEELMARK tags have been ordered for factory application to steel products. Order yours today! Simply write: STEELMARK PROGRAM, U. S. STEEL, PITTSBURGH 30, PA.



**U.S.S. United States Steel**

*Rocket to Profits!*

*Highest in style!*  
*Highest in profit!*

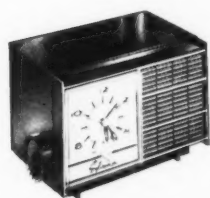


**SYLVANIA Deluxe Clock-Radio Slimline Model 2109.** SYLVANIA full-feature clock-radio with trim slimline styling; sleep switch, automatic wake-up, buzzer alarm. Full-view front controls. Trim lines and glowing colors: Coral & White, Turquoise & White. **\$32.95.\*** In Antique White, Model 2109WH. **\$29.95.\***

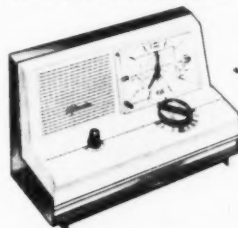
# SYLVANIA

## Clock Radios

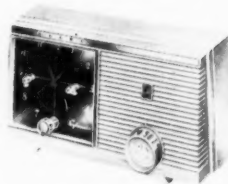
PARTS AND SERVICE GUARANTEED FOR 90 DAYS THROUGH YOUR AUTHORIZED SYLVANIA DEALER (SEE SYLVANIA WARRANTY)



**SYLVANIA Automatic Clock Radio Model 2108.** Large, easy-to-read clock face with numerals in contrasting color. Front-mounted automatic controls. Big-set tone and power in trim compact cabinetry. Wide-range speaker. Sweep second hand. **\$24.95\***



**SYLVANIA Super Deluxe Slimline Clock Radio Model 2207.** Stunning clock radio featuring exclusive SYLVANIA Panosec dial for use as a practical night light. Full-feature precision automatic clock. Appliance outlet. Sapphire & White, Caravan Brown & White. **\$39.95\***



**SYLVANIA Clock-Radio Slimline Model 2109WH.** SYLVANIA full-feature clock-radio with trim slimline styling; sleep switch, automatic wake-up, buzzer alarm. Full-view front controls. Trim lines in Antique White. **\$29.95.\***



**SYLVANIA Star Timer Super Deluxe Clock-Radio Model 2301.** Floating Clock Face with full cabinet front illumination. Accurate Telechron timer with full-a-bye switch and buzzer alarm. Two full-range speakers. Appliance outlet and built-in antenna. **\$49.95.\***

\*Manufacturer's suggested list price—Prices slightly higher in West and South.

Now's the time to be a **SYLVANIA Radio Dealer**



# Hamilton Beach puts the power of fashion

*The all-new "Hatbox" cleaner*  
by

**HAMILTON BEACH®**



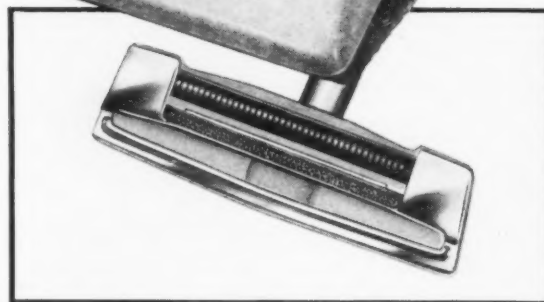
**with  
powerful  
new**

Flip-top switch  
adjusts nozzle perfectly for  
rugs—bare floors!

*"Roller-Ride"* cleaning action

An exclusive feature for new cleaning ease and effectiveness!

Compact power! Never before such compact cleaning power. A full one horse "Power Pack" motor provides 65" suction for perfect house-cleaning results. Controlled-suction power . . . plus compactness and the ease of "Roller Ride" floor cleaning will make the Hamilton Beach "Hatbox" the newest and most exciting cleaner in your store. You'll sell the "Hatbox" fast. And it will stay sold—thanks to the quality that makes the famous Hamilton Beach five year guarantee possible.



**FULL-WIDTH ROLLER** allows easiest back and forth motion of any cleaner. Steers with an easy twist of the wrist. Magic Ridges on nozzle open nap then power suction works with sweeper brush to clean past "deep dirt" barrier.



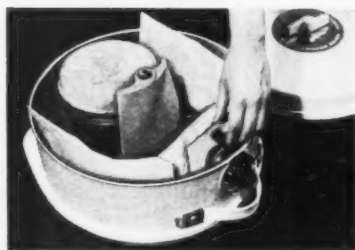
# into appliance selling!



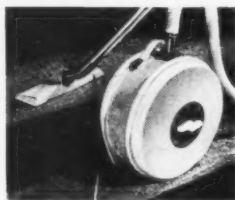
as  
easy  
to  
handle  
as a  
hatbox

"HATBOX" design  
commended and  
endorsed by world  
famous fashion and  
beauty authority

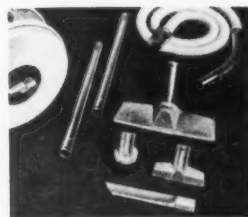
*Lilly  
DACHE*



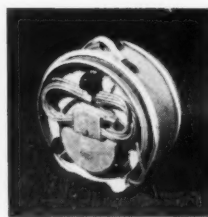
**THE INSIDE STORY.** New expandable DISPOS-A-BAG has 30-60 day capacity—and it's designed so your customers never see the dirt. Snap out bag removal—easiest ever developed. Plus Famous H.B. "Power-Pack" motor.



**CLEANER STANDS** upright on staircases...a real convenience feature. Stores in end of closet like a hatbox.



**NEW ATTACHMENT KIT.** Suction regulator on handle tube. No-slip button locks hold cleaning wands and attachments firmly in place.



**NEAT CORD STORAGE** on underside of cleaner. Swivel wheels roll freely for extra ease and maneuverability.

*Plus a 3-in-1 merchandising special for '59!*

**The Hamilton Beach Appliances  
consumers want most...now in a new,  
one-package gift promotion  
to give you multiple sales—all year 'round!**



**Base 12" x 27"**  
**Takes 27" counter space**

Helps you sell the idea of more than one Hamilton Beach appliance for a single gift—pre-packaged—pre-sold—and profitable. The "First Three" Gift Set includes top sellers from the famous Hamilton Beach line, the most wanted appliances for every home. You'll sell "First Three" for the more than two-and-one-half million new homes established every year—for the many

occasions when only a work-saving gift set like this is the proper gift. The "First Three" Gift Set is a hot idea for groups buying bridal gifts—for family purchases, Mother's Day gifts and anniversaries. And the "First Three" is a good lead-off idea for many other multiple item sales.

**Ask your Distributor about the "First Three" Gift Set—the all-new "Hatbox" Cleaner, the new, fast-moving merchandising plans for the whole HAMILTON BEACH LINE**

**HAMILTON  
BEACH®**

*Custom Appliances  
Made by People Who Care*

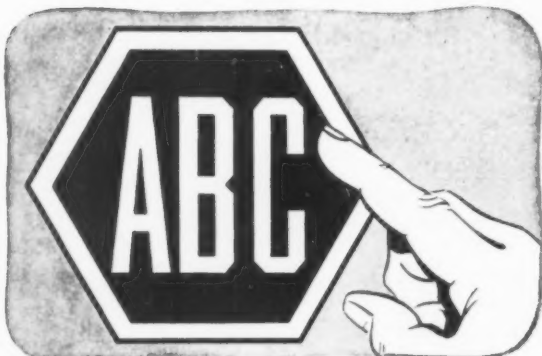


©1959  
HAMILTON BEACH COMPANY,  
a division of SCOVILL Mfg. Co., Racine, Wisconsin

# Who's Minding The Store?

... in the magazine publishing business, it's

The Audit Bureau of Circulations (ABC) is a cooperative organization that sets standards of good business conduct for its publisher members. Once each year ABC auditors carefully scrutinize the entire circulation structure and operation of every member magazine. In a very real sense, therefore, they are "minding the store" — making sure that no false or misleading claims are made regarding the size or composition of a magazine's audience.



McGraw-Hill is a charter member of ABC and has supported its aims continuously for over 40 years. We believe this membership serves you by providing full assurance that every subscriber to McGraw-Hill magazines displaying the ABC symbol is paying to receive his copies.



**Accurate Figures** — about you are the heart of ABC's job. ABC does a candid, unbiased, certified audit of all subscription figures of member magazines — and of the subscribers' jobs, functions, and locations. These audits help editors to tailor the contents of their magazine to your specific job interests.



**You're the boss** when you pay money for any magazine. Your vote of confidence and your renewals of subscriptions are dominant in the thinking of editors and publishers. Advertisers are vitally interested, too, and their support helps earn the dollars needed to do a stronger, more useful editorial job for you.



**You, the subscriber,** win when you buy business magazines that hold membership in the Audit Bureau of Circulations. The ABC symbol signifies that the publication to which you subscribe makes every effort to provide you with the type of information you need to do a better, more effective job. It also indicates that the publisher maintains the highest standards of business ethics.

## McGRAW-HILL PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.  
330 WEST 42ND STREET, NEW YORK 36, N. Y.

# Olympic<sup>®</sup>

CUSTOM-COMPONENT STEREO HI-FI

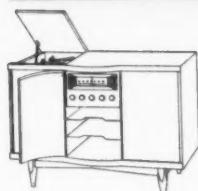
all-in-one  
dual channel  
**STEREO**  
hi-fi  
with  
am/fm radio



THE SUMMERLAND MODEL 700

OLYMPIC DUAL CHANNEL STEREO  
PRICED FROM \$99.95 TO \$399.95

**WITH THE INDUSTRY'S BIGGEST PROFIT!**



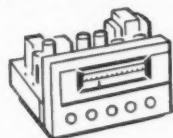
#### EVERYTHING—ALL IN ONE!

- Built-in Dual Stereo Amplifiers and Dual Speaker Systems • AM/FM/Hi-Fi Radio • 4-Speed Automatic Stereo Hi-Fi Phono • Record Compartment • Decorator Styling • Genuine Lined Oak, Walnut, Mahogany.



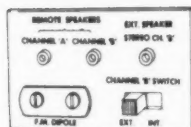
#### 6 JENSEN SPEAKERS

- Two matched Jensen speaker systems... 12" Woofer plus Mid-Range and Tweeter for each stereo channel.



#### 30-WATT POWER

- Dual Matched EL-84 Output Tubes • 12-Tube AM/FM Radio • 30 to 22,000 CPS • Automatic Slip-Clutch Tone Balance Controls.



#### STEREO SWITCHBOARD

- Built-in separate connection for remote stereo operation • Jacks for external speakers • Internal-External Switch permits use of 6 built-in speakers as one channel with external second channel if desired • FM Antenna Terminals.

#### LUXURIOUS GENUINE WOODS IN DECORATOR STYLING

Compare this top-quality Olympic with stereo hi-fi that costs *twice as much!* Now, please customers who want the finest with its beauty, custom quality and varied features...priced for you to sell with full margin! Another "first" from Olympic...the profit champion...creator of the industry's most successful pricing-merchandising formula!

See *Olympic Dual Channel Stereo* for '59...

Call your Olympic Distributor...

# Olympic

Olympic Radio & Television • Division of The Siegler Corporation • Long Island City 1, N. Y. • World's Leader in Stereo Combinations • TV • Hi-Fi • Radio  
AS ADVERTISED IN LIFE • SATURDAY EVENING POST • LOOK • HOUSE BEAUTIFUL • EBONY • N. Y. TIMES MAGAZINE



# GECC HELPS YOU SELL



General Electric Credit Corporation provides General Electric and Hotpoint dealers served with *free* attention-getting sales aids and promotion tools. During 1958, millions of pieces were distributed by GECC to dealers and their customers. The GECC point-of-sale displays, ad mats and special merchandising material will help create a "ready-credit" atmosphere throughout your store.

For example, use the colorful decals on your store windows and doors. They instantly tell customers that you extend credit. GECC's attractive counter cards highlight your credit services. Decorative

price tags show that you offer budget terms that are arranged conveniently into monthly payments.

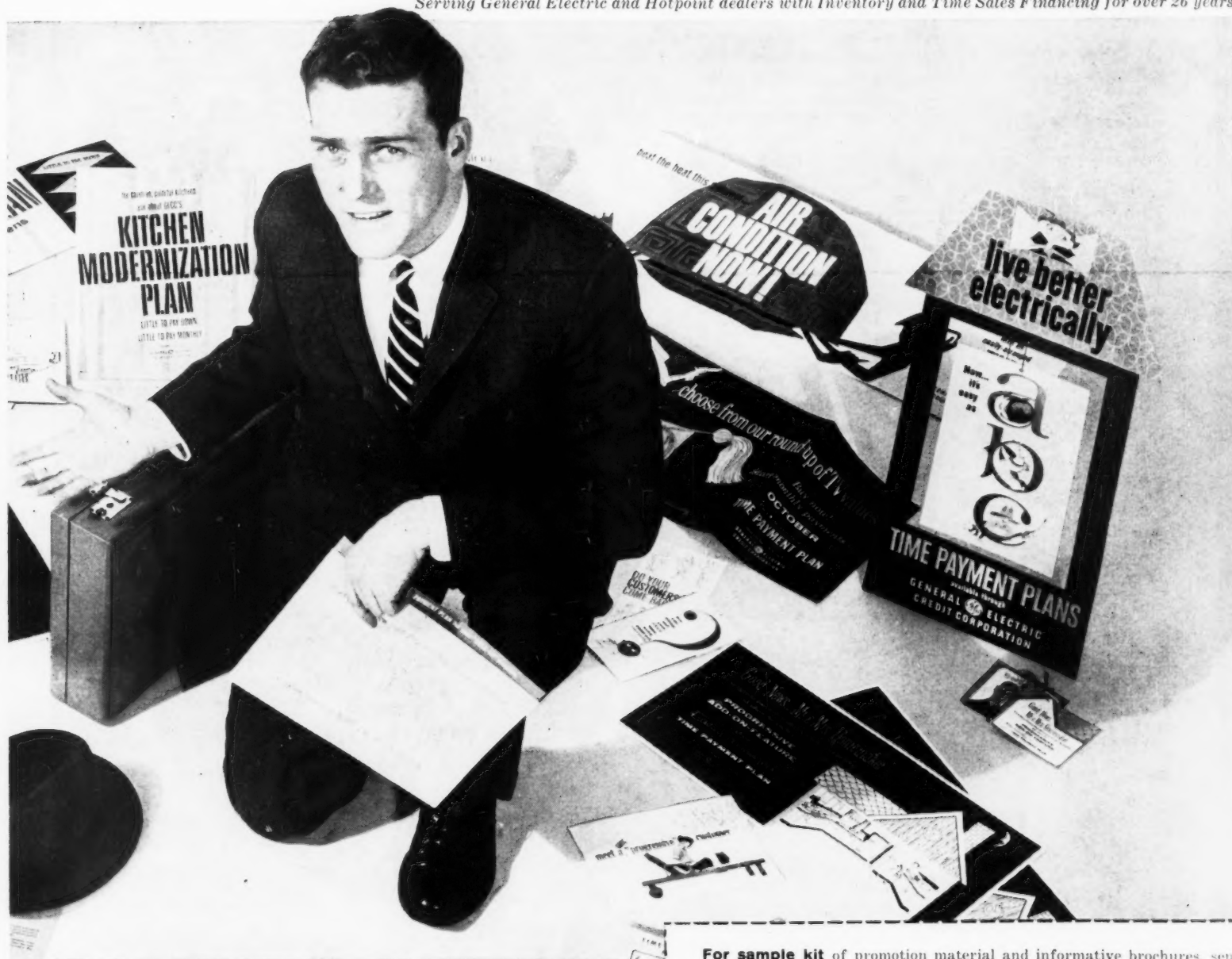
Other GECC point-of-sale material is designed to promote your general and seasonal selling themes. These pieces invite customers to buy what they want—when they want it—with credit plans. The material includes window and store banners, a variety of counter cards, hang-type mobile displays, handouts and colorful satin-gleam banners . . . all free.

For your newspaper advertising, General Electric Credit

Attention:  
General Electric and  
Hotpoint dealers

# GENERAL ELECTRIC CREDIT CORPORATION

*Serving General Electric and Hotpoint dealers with Inventory and Time Sales Financing for over 26 years*



Corporation offers a series of "drop-in" and self-contained ad mats featuring Time Payment Plans, Kitchen Modernization, and seasonal Skip Payment Plans.

To help you and your salesmen make *credit your strongest selling tool*, GECC also provides informative booklets on each of its credit merchandising programs.

For complete information on Inventory and Time Sales Financing, contact your local GECC office. A sales representative will be happy to call on you.

For sample kit of promotion material and informative brochures, send this coupon to:  
General Electric Credit Corporation, Room 709-A,  
570 Lexington Avenue,  
New York 22, New York.

☐ General Electric Franchised Dealer ☐ Hotpoint Franchised Dealer

Your Name \_\_\_\_\_

Dealer Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

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# scheduled meetings

## FEBRUARY

8 to 14th National Electrical  
Week

26 to 27th National Wiring  
Bureau Annual National Wiring  
Sales Conference Jung Hotel  
New Orleans, Louisiana

## MARCH

10 to 12th Edison Electric In-  
stitute Annual Meeting, Com-  
mercial Section Edgewater Beach  
Hotel Chicago, Illinois

23 to 26th Institute of Radio  
Engineers National Conven-  
tion, Coliseum and Waldorf As-  
toria New York, New York

## APRIL

1 to 3rd Gas Appliance Manu-  
facturers Association Annual  
Meeting, Americana Hotel Bal  
Harbour, Florida

5 to 9th Edison Electric Insti-  
tute Annual Convention New  
Orleans, Louisiana

## MAY

3 to 6th Air Conditioning and  
Refrigeration Institute An-  
nual Meeting, The Homestead  
Hot Springs, Virginia

24 to 29th National Associa-  
tion of Electrical Distribu-  
tors Annual Convention, Conrad  
Hilton Hotel Chicago, Illinois

## JUNE

15 to 26th Summer Markets  
Merchandise and Furniture Marts  
Chicago, Illinois

22 to 25th NAIM Annual  
Music Show New Yorker Hotel  
New York, New York

22 to 26th Western Summer  
Market San Francisco, Cali-  
fornia

29 to July 3rd Summer Mar-  
kets Atlanta Merchandise Mart  
Atlanta, Georgia

## JULY

13 to 17th National House-  
wares Show Convention Hall  
Atlantic City, New Jersey

20 to 24th Western Markets  
Merchandise Mart San Francisco,  
California

## AUGUST

Week of August 10 Interna-  
tional Association of Electric  
Leagues El Cortez Hotel San  
Diego, California

9 to 15th NARDA Management  
School American University  
Washington, D. C.

## SEPTEMBER

28 to October 2nd National  
Hardware Show Coliseum  
New York, New York

## OCTOBER

5 to 7th American Gas Associ-  
ation Annual Convention, Con-  
rad-Hilton Hotel Chicago, Illinois

## NOVEMBER

2 to 5th 11th Exposition of the  
Air Conditioning and Re-  
frigeration Industry Conven-  
tion Hall Atlantic City, New  
Jersey

9 to 13th National Electrical  
Manufacturers Association  
Annual Meeting, Traymore Hotel  
Atlantic City, New Jersey



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# editorial

LAURENCE WRAY Editor



## The Utilities Get Going . . .

**A**T long last, the electric utility industry has embarked on a nation-wide program designed to sell more appliances, lighting and wiring to American homes. This is auspicious and heartening news with which to start the new year.

To many faithful readers of this page, it may be remembered that we have been sharply critical at times of the utilities' seeming reluctance to promote their residential load on a national basis, comparable to the impressive efforts of the gas industry. We have pointed out that electric utilities, viewing with pride the constant increase in their annual kilowatt-hour residential use, were inclined to believe, perhaps, that this steady rate of growth was an achievement uniquely their own. And it is undoubtedly true that, at the local level, many companies did make impressive contributions to their load-building programs. Too many companies, however, contented themselves with making the energy available at the point of use and left the promotion of electrical living up to the manufacturers, distributors and dealers. The result, of course, was the loss of millions of potential customers to the gas and LP-gas industries.

**F**OR the past three years, however, the spectacular success of the Live Better Electrically program, initiated outside the utility industry, but supported by many utility companies, seems to have persuaded them that there is distinct merit in presenting a united front to the public on a national basis. It is no longer news, but through their national association, The Edison Electric Institute, they have earmarked \$2,500,000 for a new "National Electrical Living Program" for 1959. It may be too little and perhaps too late, but it is a step long since needed. Moreover, the program is planned for years to come and on a continuously expanding basis.

The NELP is divided into three parts: an "Appliance and Medallion Home" program, designed to promote the sales of electrical appliances in both new and existing homes. Besides creating an "all-electric" climate in the public's mind, the program envisions basic selling drives throughout the year on electric kitchens, home laundry equipment and electric housewares, all in their logical selling seasons. These specific selling drives will enable utilities to stage their own local promotions and tie in both dis-

tributors and dealers. Daytime network television, comprising 32 weeks of three different 15-minute shows one day a week, plus national magazine advertising, will be used to spearhead the drive. The second part of the program for national electrical living will be an amplification of the Housepower drive to up-date home wiring standards. The third phase of NELP is national "Light for Living" program to promote the sale of lamps and lighting fixtures.

**I**T is a neat, comprehensive package and one that the whole electrical industry—utilities, manufacturers, distributors, dealers and contractors—has a place in and should support. No program, no matter how well-designed or financed can attain its maximum objectives unless the various segments of the industry, even for their own enlightened selfishness, decide to participate. And in this connection it might not be amiss to remind a lot of our dealer readers that, in the past, they have been inclined to view industry cooperative programs with a somewhat jaundiced eye. What's in it for me, has been the attitude. Well, for one thing, the dismal failure of blatant price-cutting ads at the local level has only served to make the public suspicious of our products and our marketing practices. And now that the Federal Trade Commission has cracked down on deceptive pricing practices and Better Business Bureaus will be acting as FTC's watchdogs, it might just be a good idea to start selling the inherent values and features of our products for a change. The National Electrical Living Program provides not only the ideal climate for such an approach, but basic product promotions throughout most of the year. There's plenty in it for you. And if you want all the details, your local utility will be happy to supply them. And now that the electrical utility industry are united at last on a real national effort to sell the electrical way of life, perhaps it is not too much to hope that the electrical manufacturers may see fit one of these days to join them with an appropriation of their own. Two war-chests are better than one, especially when one bears in mind the huge sums the gas industry—utilities and manufacturers alike—are putting up to make America gas-conscious.

At any rate, as we remarked before, we are off to a real good start.

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In any dryer, there are two jobs for air to do. The job of drying clothes — the job of getting rid of moisture-laden air. The Hamilton dryer employs two separate air streams to do these two different jobs. All other dryers *attempt* to do both jobs with a single stream of air, which can't be just right for both. Some use a "Tornado" air system. A single air stream is whipped in and out of the dryer at windstorm velocity and drying is fast (possibly *too* fast), but rough on clothes. Other dryers use a "Lazy Air" system, in which the single air stream drifts in and out of the drum. Gentle enough, but frustratingly slow. Only the Hamilton has Twin Air-Stream drying . . . a gentle Cradling Current that pampers the most delicate clothes as it dries, a brisk and business-like Carrier Current that carries off moisture-laden air in a hurry. Twin Air-Stream drying makes a lot of sense to Hamilton prospects. Twin Air-Stream drying makes a lot of sales for Hamilton dealers.

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# Kelvinator Announces The George Romney Scholarship Awards



At the NARDA Convention in Chicago on January 12, 1959 Mr. George Romney, President and Chairman of American Motors Corporation, made the following announcement:

*"We have been very impressed by the work your Association has done with American University in Washington at the NARDA Institute of Business Management in helping each of you who attend become better businessmen. We heartily subscribe to the belief that the more sound businessmen we have as retailers, the better off our industry will be.*

*"We believe this Institute is one of the most constructive programs in the field of retailing. Each year it has expanded the knowledge and understanding of sound and successful business management. To demonstrate our conviction that this activity is not only of practical advantage to retailers who attend but will react to the betterment of our industry generally, we at Kelvinator are going to award scholarships to the Institute to ten of our dealers who make the greatest contribution to sound retailing of appliances during the first six months of 1959."*

**10 KELVINATOR DEALERS TO RECEIVE SCHOLARSHIPS** to the NARDA Institute of Management sessions in Washington, D.C., this coming summer.

With characteristic retail-mindedness, Kelvinator has acted to help raise the stature of appliance retailing in the local community.

To the 10 Kelvinator dealers who, in the period from January through June, 1959, contribute most to improving appliance selling, merchandising, and advertising in their communities will go scholarships to the Fifth NARDA Institute of Management. These scholarships will include registration, tuition, study materials, room and transportation. This famed week-long school, constantly growing in dealer popularity, teaches appliance retailing principles in thought-provoking, down-to-earth seminars conducted by outstanding industry experts.

With these awards, Kelvinator continues its long-range, retail-minded policy started many years ago. As a pioneer and leader in retail training, Kelvinator has spent over a million and a half dollars on retail sales training, retail manpower building, and dealer progress programs.

Kelvinator District Managers will have full information about retail-minded programs and the George Romney Scholarship Awards.

***Maker of Home Appliances that are  
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# Kelvinator

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